

# LIFE

IN THIS ISSUE

**A BETTER BREAK  
FOR MENTAL PATIENTS**

**CHURCHILL'S  
HEIR APPARENT  
ANTHONY EDEN**

**20 CENTS**

**NOVEMBER 12, 1951**

**CIRCULATION OVER  
5,200,000**

REG. U. S. PAT. OFF.



**NEW! This  
Dream-Come-True  
for her  
Christmas!**



**1847 ROGERS BROS.** special 66-piece service for 8, **\$99<sup>75</sup>**  
including silk-velvet lined chest...

THIS YEAR, GIVE HER the table service she's dreamed of! Not just one or two place settings—but *all the silver she'll ever need to serve 8, graciously and right!*

1847 Rogers Bros. makes it easy for you with this brand-new 66-piece combination, 8 complete place settings, plus the 10 most-needed serving pieces. A service she can use for elegant entertaining, year after year!

And how proud she'll be to have America's Finest Silverplate for a lifelong possession! The silverware with generations of mother-to-daughter recommendations back of it... the enchanting patterns *more women love!*

Visit your silverware dealer, and see how easy it is to make someone happy with this enduring gift!

**Other Chest Combinations for Every Need\***

Service for 12 people, 139 pieces.....\$189.50

Service for 8 people, 52 pieces.....\$ 74.50

Service for 8 people, 103 pieces.....\$139.00

\*Available in any of 5 patterns, with tarnish-resistant lined chest.

**1847 ROGERS BROS**

AMERICA'S FINEST SILVERPLATE



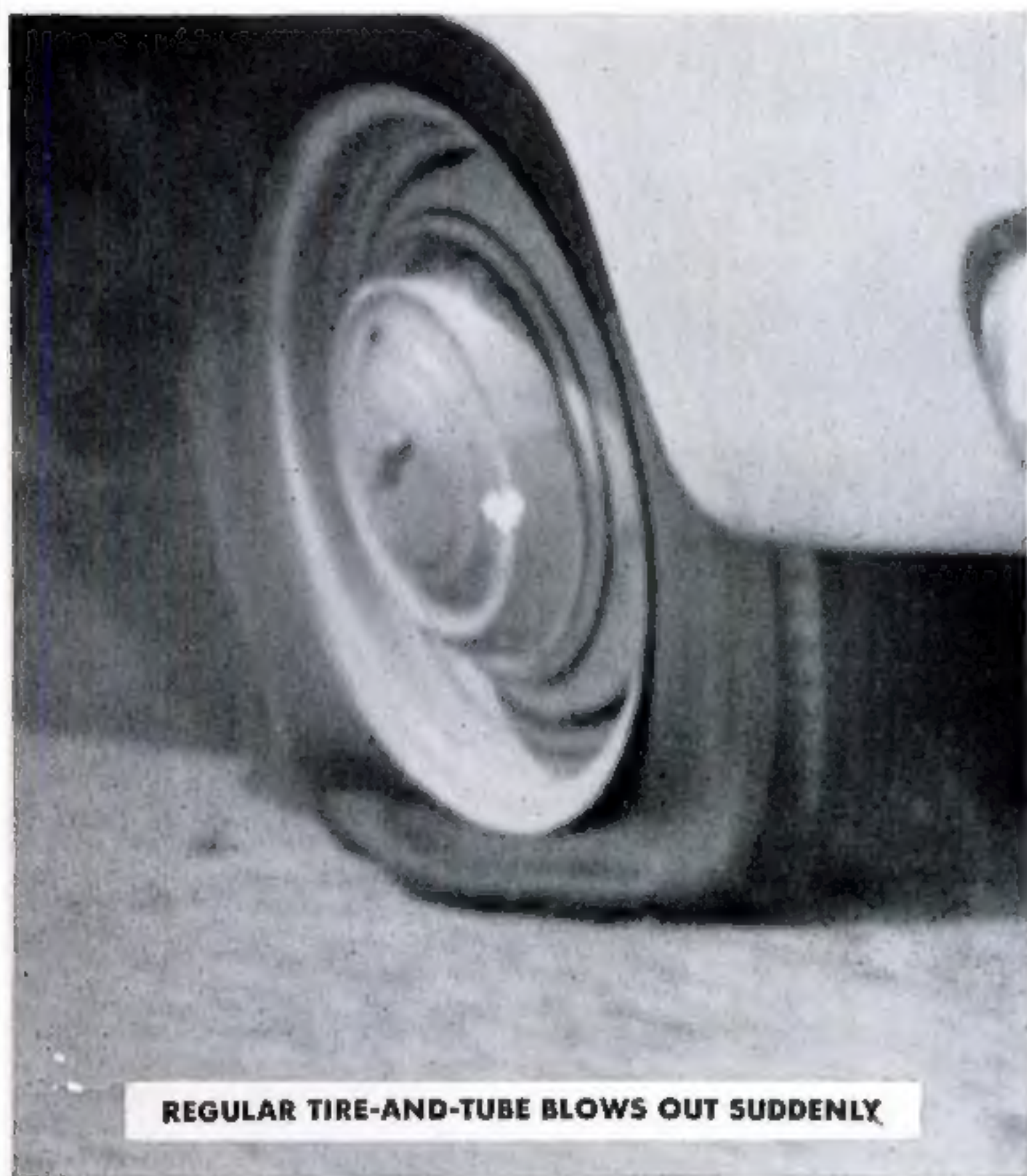
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MERIDEN, CONN.

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# B.F. Goodrich Tubeless Tire

**PROTECTS AGAINST BLOWOUTS! HERE'S HOW:**



**REGULAR TIRE-AND-TUBE BLOWS OUT SUDDENLY**



**BFG TUBELESS TIRE GOES DOWN S-S-S-SLOWLY**

**TESTED AND  
PROVED BY**



Most blowouts start when you don't know it. From a sharp blow—for instance against a curb or chuck-hole—that bruises cords inside the tire.

As the tire flexes, the weak spot grows until the inner wall is broken. With a regular tire-and-tube, the tube bridges the break. Finally, miles or maybe months later, the tube is pinched and blows out through the tire.

**CHANGES BLOWOUT TO SAFE "SLOWOUT"**

The B. F. Goodrich Tubeless Tire has no tube. Instead, it has an air-retaining lining that's part of the tire itself. If a bruise does occur, the tire's flexing eventually causes pin-hole leaks in this lining at the point of the bruise.

Instead of a dangerous blowout, all you get is a

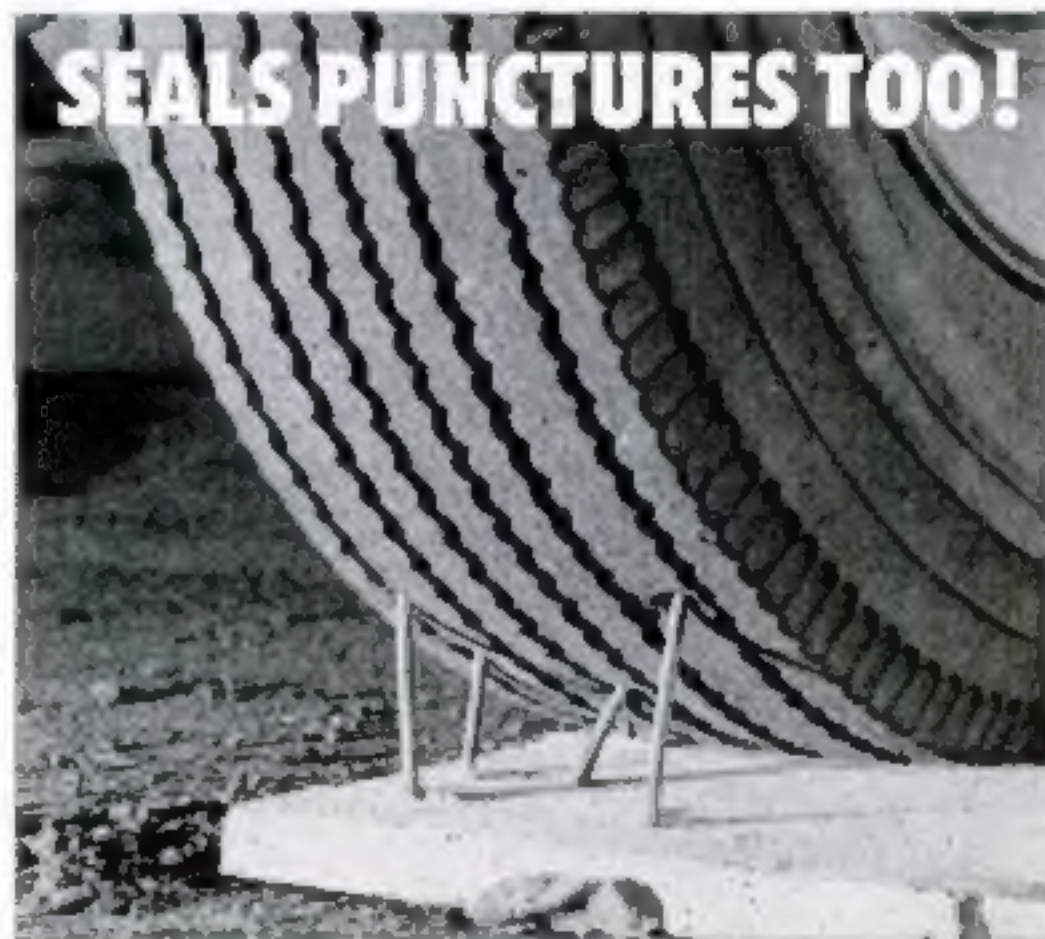
slow leak. In tests by the American Automobile Association, BFG Tubeless Tires, that had been deliberately weakened by knife cuts to force failure, allowed up to eight miles in which to come to a safe stop after air started to escape.

And they seal punctures, too! A layer of sealant rubber under the tread grips a puncturing object, prevents leaks. Hole is sealed when object is removed. AAA tests showed no air loss after the BFG Tubeless Tire was pierced with spikes.

In the popular 6.70-15 size, the B. F. Goodrich Tubeless Tire costs \$7.06 less than the same size regular tire and any blowout-protecting tube. See it at your BFG retailer's. Look for his address in the yellow pages of the telephone directory. The B. F. Goodrich Company, Akron, Ohio.



**SEALS PUNCTURES TOO!**







**"flooded out of our homes, the relief agencies  
safeguard us with**

***DIXIE CUPS***



"Dixie"  
is a registered  
trade mark of the  
Dixie Cup Company

"Epidemics are a very real danger to each of us in a time of disaster. Dishwashing facilities are non-existent, or dangerous at best. With Dixie Cups you never have to worry about germs being passed from lip-to-lip. 'Used but once' Dixies are always clean, always safe."



# NEW! NEW! Nothing like it ever before



Same clock... different "slip-ins"



Slip in your own stamps

Slip in your own photos

Slip in your own wallpaper

**"PERSONALITY" \$9.95\***

New! Sensational! Simply slip beneath the crystal your own choice of room-matching fabric, wallpaper, family photos or anything else you wish to truly reflect your own personality.

## Change this *Telechron*® to suit yourself!

ELECTRIC CLOCK

The greatest, most exciting idea since the introduction of the electric clock! The *only* clock in the world that you, yourself, can make match *any* room in your home! And so *easily*—just slip off the clasps

and insert your choice of material, paper, photos, coins or hobby mementoes. Telechron is a trademark of Telechron Department, General Electric Company, Ashland, Mass.

\* Prices plus tax. Prices and specifications subject to change without notice.

This One





# You Can't Make a Mistake

on any purchase you make...at A&P!

This is more than a promise — it's a guarantee that you'll never risk a penny on any item you buy at A&P.

To prove our point, let's "talk turkey" now that Thanksgiving is on the way. More folks buy A&P's young, meaty, flavor-famous turkeys than any other, and never risk a penny in doing so. That's because *every bird is so good, it is sold with an unqualified money-back guarantee*. That means *your A&P turkey must measure up to your every expectation . . . for freshness, tenderness, flavor and value . . . or we'll promptly refund your money — no questions asked. And that goes for every item you buy at an A&P Super Market — at any time.*

For over 90 Thanksgivings, A&P has been supplying more good food to more people for less money. We'd like to do the same for you. Remember: "You can't make a mistake on any purchase you make . . . at A&P."



## 6 Million People Will Buy Fifty Million Thanksgiving Treats at A&P

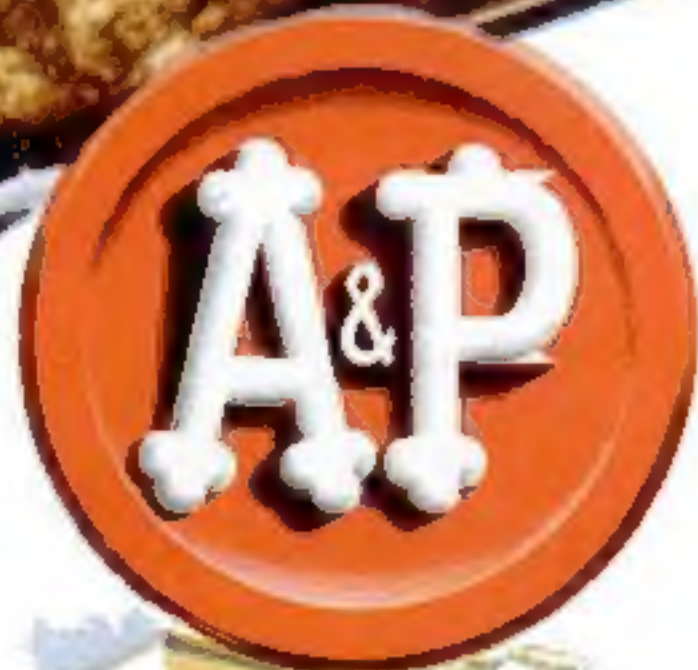
Along with them, *you* can depend on A&P for all the best fixings, too! Appetizers that *really* appeal . . . fruits and vegetables that are wonderful . . . mince and pumpkin pies, and fruitcake, too, that Grandma might well envy . . . candies and nuts that make you wish you'd left more room . . . and pick-of-plantation coffee to top it all! And remember . . . *everything's* guaranteed!

**Customers' Corner** How do you like the checkout system at your A&P? Are there enough stands? Do you always get through them quickly? Are the checkers efficient, accurate and courteous? Our loyal employees want you to be completely satisfied with every detail of your shopping at A&P. If you have any suggestions, or complaints, please write:

CUSTOMER RELATIONS DEPARTMENT

A&P Food Stores, 420 Lexington Avenue, New York 17, N.Y.

© 1951 — The Great Atlantic & Pacific Tea Company



# Super Markets

Where the Sale is never completed  
until you're completely satisfied



AMERICA'S FOREMOST RETAILERS OF . . . FINE MEATS . . . FRUITS AND VEGETABLES . . . DAIRY PRODUCTS . . . BAKED GOODS AND GROCERY NEEDS



*For the Holidays ahead—give yourself an exciting new figure!*



Invisible

*White Magic*

*Newest Playtex FAB-LINED Girdle*

FABRIC-TEXT TO YOUR SKIN



See how Playtex White Magic caresses you to new slenderness, gives you a newly fluid line from waist to thighs. See how it encourages such grace of movement, allows you such freedom to sit, to stand, to step, to twirl!



"For slimmness, freedom, beauty—there's no girdle like it!" says top designer Rosenstein. "It flatters your figure in every way under the newest fashions. No wonder leading designers cheer this fabulous new white version of the Playtex Fab-Lined Girdle—White Magic!"

*Nettie Rosenstein says*

"White Magic is fabulous! As a designer I love the slim, free lines this newest Playtex Girdle gives!"



"A girdle should do more than slim you, it should be comfortable. That's why PLAYTEX Fab-Lined Girdles—with fabric next to the skin—are so very perfect!"



"This girdle smooths away the inches, without a seam, stitch or bone—invisible under all clothes."



In *SUM* shiny tubes, at better stores everywhere, PLAYTEX White Magic, \$5.95 and \$6.95. Other PLAYTEX girdles, in white, pink or blue, from \$3.95. Slightly higher in Canada and foreign countries.

©1951 International Latex Corporation . . . PLAYTEX PARK . . . Dover Del.

Playtex Ltd. Montreal, Canada



# Now! The Tested Treatment that has helped thousands

**Kills millions of germs  
including the stubborn  
"Bottle Bacillus" (P. ovale)**

**M**ANY PEOPLE never realize that they have infectious dandruff until they see those recurring telltale flakes and scales on the hair, coat or dress shoulder. When dandruff is due to germs, it's a real infection so don't neglect it. It calls for quick treatment...persistent treatment...antiseptic treatment!

So start right now with regular use of Listerine Antiseptic and massage twice-a-day. It's the tested method that has helped so many . . . may help you.

#### **Kills "Bottle Bacillus"**

Listerine Antiseptic gives your hair and scalp a thorough antiseptic bath . . . treats the infection as an infection should be treated . . . with real germ-killing action.

Yes, Listerine Antiseptic kills millions of germs associated with dandruff, including the stubborn "Bottle Bacillus" (P. ovale), the very germ that so many dermatologists say is a causative agent of the trouble.

#### **Improvement in 76% of Test Cases**

As you progress with this simple, pleasant treatment, you'll be delighted to see how quickly those flakes and scales begin to disappear . . . how readily itching is alleviated . . . how much healthier your scalp feels.

Remember, in clinical tests twice-a-day use of Listerine Antiseptic brought complete relief or marked improvement in dandruff symptoms within a month to 76% of dandruff sufferers.

LAMBERT PHARMACAL COMPANY, St. Louis, Mo.



**At the first symptom**

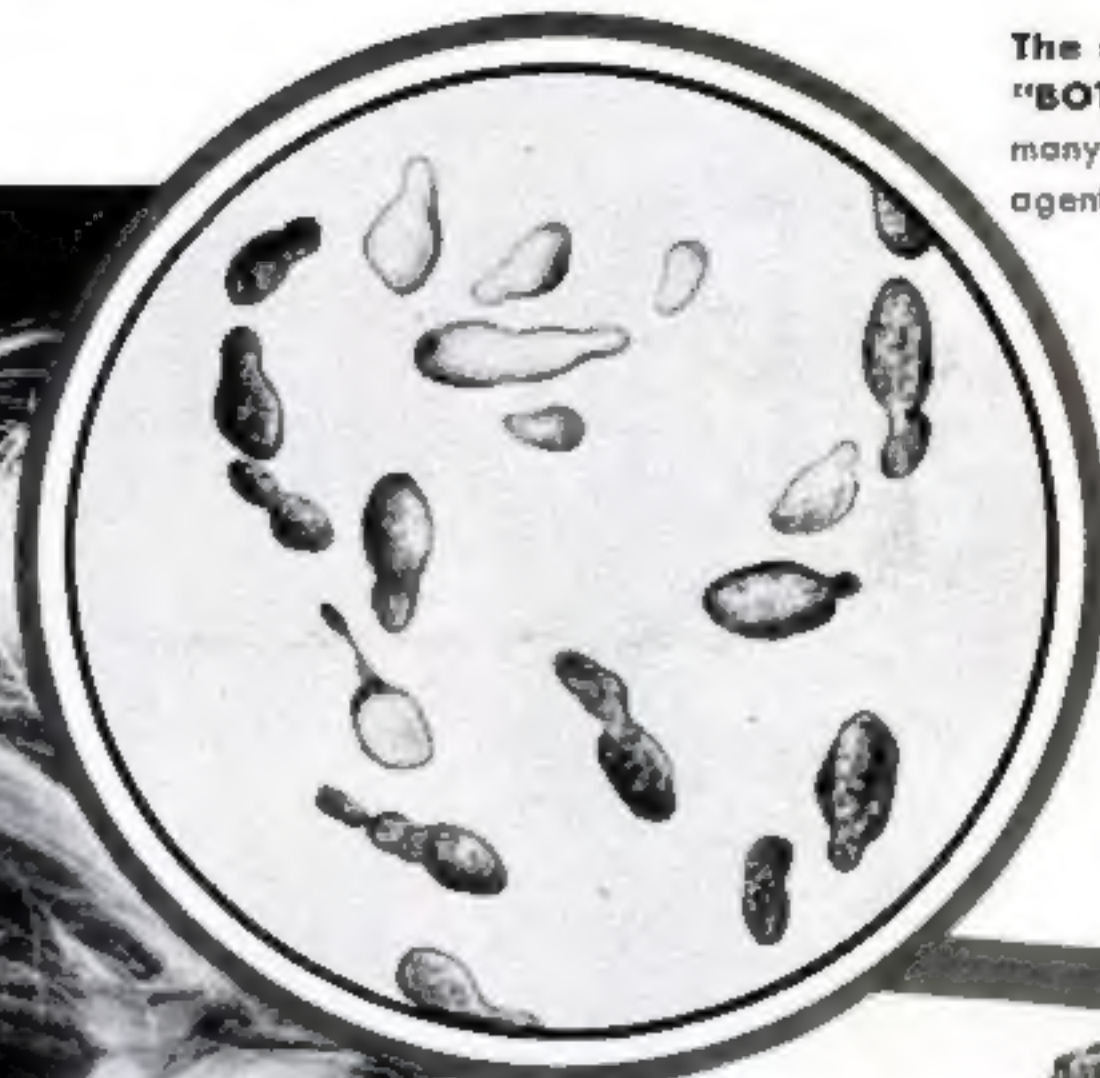


**LISTERINE**



# for Infectious DANDRUFF of Men and Women

The stubborn  
"BOTTLE BACILLUS" (*P. ovale*) which  
many dermatologists say is a causative  
agent of infectious dandruff.



**Use Listerine Antiseptic  
every time  
you wash your hair**

As a precaution against infectious dandruff, and as a treatment for it, make Listerine Antiseptic a part of regular hair-washing routine for the entire family. Remember children are not immune from infectious dandruff. Simply douse Listerine Antiseptic on the scalp, follow with vigorous fingertip massage. Try it the next time you wash your hair. See how healthy your scalp feels! You are left with a wonderful feeling of assurance that you are guarding against a real infection.

See *THE SAMMY KAYE SHOW*  
"So You Want to Lead a Band"  
CBS TELEVISION NETWORK

## ANTISEPTIC... Quick! ... and regularly





WITH THE HELP OF VIOLET MURRAY, JOHN DUTRA TESTS HIS CAR'S PERFORMANCE ON CALIFORNIA'S ANGELES CREST HIGHWAY

## MOUNTAIN DRIVING SURE TEST OF ENGINE PERFORMANCE

If every motorist took a weekly trip to the mountains, America's automobiles would be kept in better shape. Inferior engine performance shows up immediately in mountain driving. Present-day cars are so good that they can get by around town even operating at 75% to 80% of their capability. As a result, thousands of car owners are driving the streets completely unaware that their car is not delivering all the performance it could. You paid for 100% performance, so why not get it? Here are two easy rules to follow:

*First:* Take your car to your car dealer's for frequent checkups—at least every 2,000 miles. His factory-trained mechanics will keep your engine tuned to a tee.

*Second:* Use the finest heavy-duty\* motor oil you can buy.

\*The classification *heavy duty* has nothing to do with weight. Heavy-duty oils are specially compounded to give the best possible lubrication under severe driving conditions.



**RULE NO. 2:** Use the finest motor oil you can buy. Leading car manufacturers specify heavy-duty type oils. The finest of these heavy-duty oils is Royal Triton—the famous purple oil recommended by leading car dealers.

UNION OIL COMPANY OF CALIFORNIA • LOS ANGELES, Union Oil Bldg. • NEW YORK, 4904 RCA Bldg. • CHICAGO, 1612 Bankers Bldg. • NEW ORLEANS, 917 National Bank of Commerce Bldg.



VIOLET AND JOHN demonstrate Rule No. 1 for 100% engine performance: Take your car to your car dealer's for frequent checkups—at least every 2,000 miles. The men in his service department are experts and have the finest testing and repair equipment available.



Royal Triton is available at leading car dealers' in many areas throughout the United States.



# CLOSER, CLEANER, FASTER shaves have made

# *Sunbeam* SHAVEMASTER

## the BEST SELLING electric shaver in '51



*Here's why...*

**Sunbeam SHAVEMASTER**  
is the NATIONAL FAVORITE

**SHAVES CLOSER, CLEANER** The top reason men prefer Shavemaster, dealers say, is the s-m-o-o-t-h-e-r, cleaner shave it gives. No beard too tough—no skin too tender. Only Shavemaster's bigger single, continuous-round shaving head makes this superior performance possible.

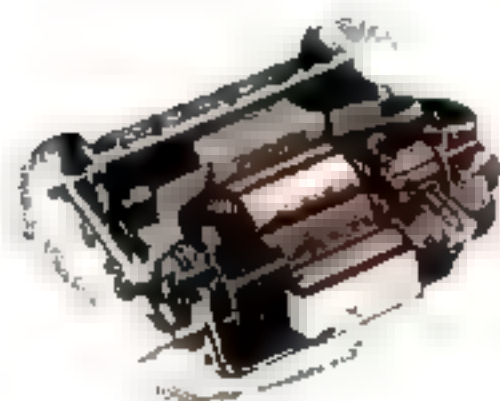
**SHAVES FASTER** A big portion of the men who have made Shavemaster the best seller are men who once thought electric shavers took too long and wouldn't shave a beard like theirs CLOSE enough. Shavemaster gave them the pleasantest surprise of their lives. It takes the average man about 7 minutes to lather and shave with soap-and-blade. That man gets a better shave with his Shavemaster in a fraction of that time. Even if you've got the toughest, heaviest beard, plus a tender skin, you'll shave faster and smoother than by any other method, wet or dry.

**GREATER COMFORT, CONVENIENCE** You get a closer shave—more comfortable—more convenient—no nicks or cuts, muss or fuss this new Shavemaster way. Find out for yourself.

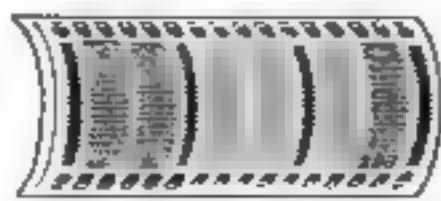
**I**N OUR country it's you, Mr. John Q. Public, who determines popular choice. The products that give you the most satisfaction become the "best sellers" in our American markets. Better results in home use is the ingredient any product must have to win your *continued* preference.

Which electric shaver is the popular choice of John Q. Public—and why?

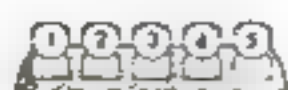
Market Facts, Inc., a leading independent fact-finding organization, interviewed dealers from coast to coast to find out which was the BEST SELLING electric shaver in most stores—and why. The answer was Sunbeam Shavemaster. That is a pretty sound tip for YOU if you're looking for closer, faster shaves with greater comfort and convenience—and *what man isn't?* See the famous Sunbeam Shavemaster at your Sunbeam dealer's. Most dealers are prepared to have you try it right in their stores.



The ONLY electric shaver with a powerful, 16-bar armature, self-starting REAL Motor



MODEL W SHAVEMASTER



Multiple Heads

Why we use ONE BIGGER, SINGLE HEAD instead of a multiplicity of small heads

The smooth, comfortable continuous-round Sunbeam head has over 3000 shaving edges and the lightning-fast single cutter makes over 24-million shaving actions per minute—more than any electric shaver with multiple heads.



A choice of Two Rich, Practical Cases







KERNEL NUT  
OF BRAZIL SAYS

# "How about it?"

*(and don't forget the Brazil Nuts)*

Yes, how about it? How about gladdening your family with a real eye-stopping cake like this? You don't have to go into a dither to do it. Just get Pillsbury Cake Mix (White or Chocolate Fudge) in those neat blue-and-white packages. Simply add

milk to get a cake every bit as lush and glamorous and praiseworthy as this. And decorate with mellow, meaty Brazil Nuts, thinly sliced to accent the flavor as nothing else can. How about having it for dinner this very night? How about it?



## Pillsbury CAKE MIXES

*WHITE AND CHOCOLATE FUDGE*

## and BRAZIL NUTS



You just add milk to the mix. That means milk is *all* you add—no eggs, flavoring, or extras of any kind are required. These are *complete mixes*.

—add Brazil Nuts to the frosting. For easy slicing—cover Brazils with cold water, bring slowly to a boil, and simmer 2 to 3 minutes or until nuts cut easily.





*Stroke it!*



*Press it!*



*Squeeze it!*

# There is only ONE Dayton Koolfoam pillow!



## You can feel the difference!

Trail your fingers over a Dayton Koolfoam Pillow and you'll know instantly that you've never felt anything, *anything*, like it! No other pillow has equalled its smoothness.

Stroke it! Press it! Squeeze it! That's the *only* way to tell how much softer and more resilient it is. Without fluffing or punching—it cradles your head firmly and yet so gently. Hundreds of thousands of users can tell you that you'll enjoy comfort, rest, sleep, such as you have never imagined . . . that a Dayton Koolfoam

Pillow is clean, sanitary, allergy-free, naturally contoured to dress the bed perfectly always.

Genuine Dayton Koolfoam is *all* foam . . . a buoyant cloud of tiny air cells, with *no* sagging or lumping. It's made by Dayton's exclusive, pure mountain water process, which alone can assure you of such wonderfully luxurious and restful comfort!

Go to your favorite store. Ask to see, and *feel*, a Dayton Koolfoam Pillow! It will be *your* choice, over all other pillows . . . *instantly*!

*For Christmas, remember, no other gift can give such new and delightful pleasure as a Dayton Koolfoam Pillow! Let it head your Christmas list.*

**only \$8<sup>95</sup>**

with ZIPPERED COVER

Koolfoam pillows with sewed on covers \$7.95

COMPLETE LINE from extra large Deluxe to one for baby

*Enjoy the Rest  
of your Life!*

**Dayton**

# Koolfoam pillow

TRADE MARK

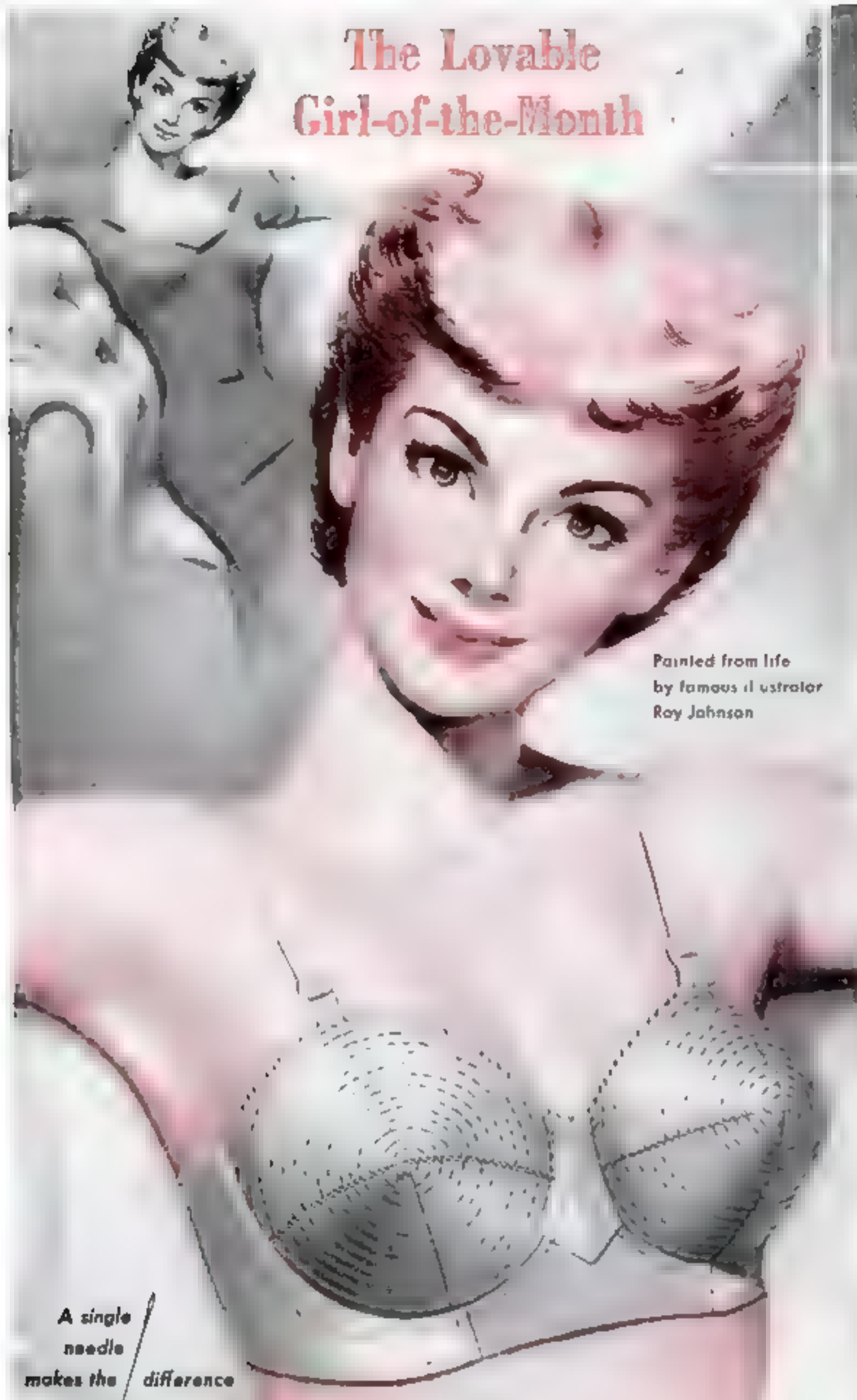


© D. R. 1951

THE WORLD'S LARGEST MANUFACTURER OF FOAM LATEX PILLOWS • DAYTON RUBBER COMPANY • DAYTON 1, OHIO



## The Lovable Girl-of-the-Month



Painted from life  
by famous illustrator  
Roy Johnson

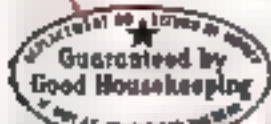
A single  
needle  
makes the difference

## Yours, for Rounded Beauty in LOVABLE'S *Ringlet* BRA!

SEE how RINGLET lifts, rounds, firms the bustline—thanks to the thousands of tiny stitches that spiral 'round the cups. There's absolutely nothing like Lovable's RINGLET at the price! Rayon satin, nylon, broadcloth, \$1.50. Embroidered nylon sheer, \$2. Other famous Lovable Bra styles, from \$1.

Any way you figure, it's

The Lovable Brassiere Co., Dept. L-11,  
180 Madison Ave., N. Y. 16, N. Y.  
Also in Canada.



WATCH FOR IT! New Lovable Paquette scented with Tussy's MIDNIGHT!

## LIFE

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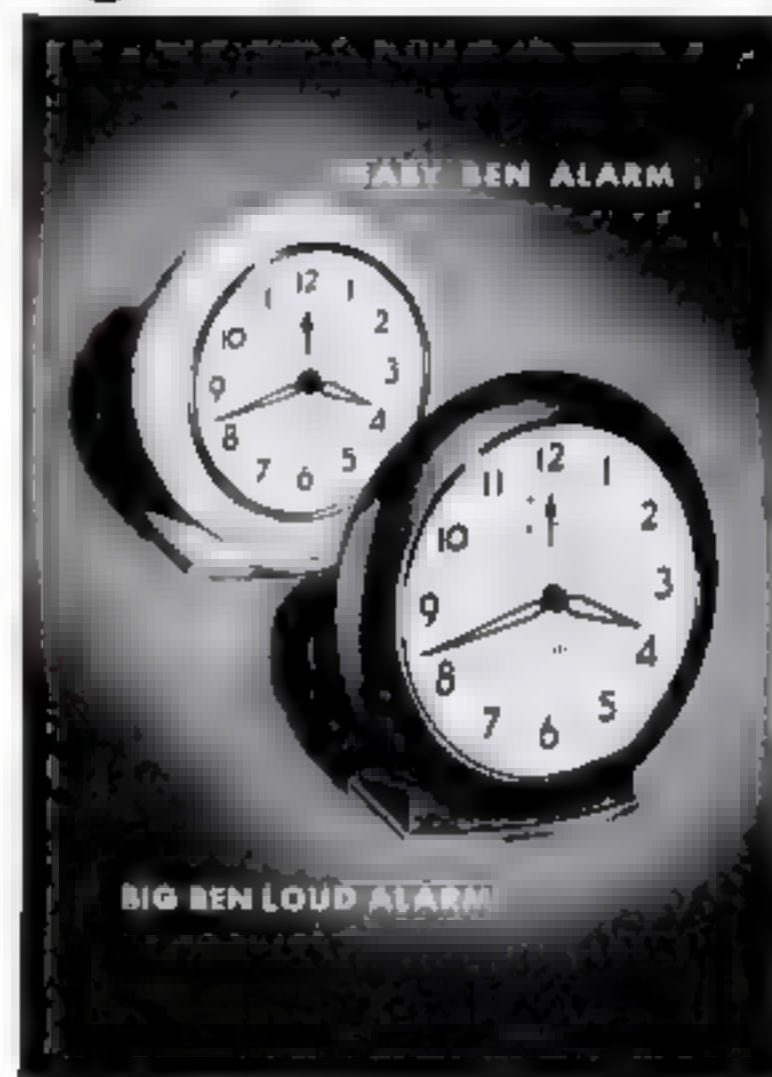
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## For a rousing good time...



The family's soon awake once these two lively fellows get going in the morning. But nobody resents them. They're such sturdy, good-looking, agreeable chaps. Like most brothers, however, they have their differences...

Big Ben Loud Alarm (in black finish) might be called the "chesty" type. He has a reassuring tick you can hear; and a deep, intermittent "fire alarm gong."

But his popular kid brother is just as effective—in a more genteel way. Baby Ben Alarm (in ivory or black finish) has a quiet tick and a steady call, which you may adjust to loud or soft.

There you have the famous Westclox brothers. Your home will be happier with either... or both! Each is priced at \$5.45. A dollar more for luminous dial.



MELODY Electric Wall Clock. Colored case ring is removable. To change color, flip out ring, flip it over. Or paint it, or remove so wall shows through! \$6.95.

Prices do not include tax and are subject to change.

## WESTCLOX

Made by the Makers of Big Ben

PRODUCTS OF  CORPORATION





With "PRESTONE" anti-freeze in your car, you're as carefree as a day in June all winter long!



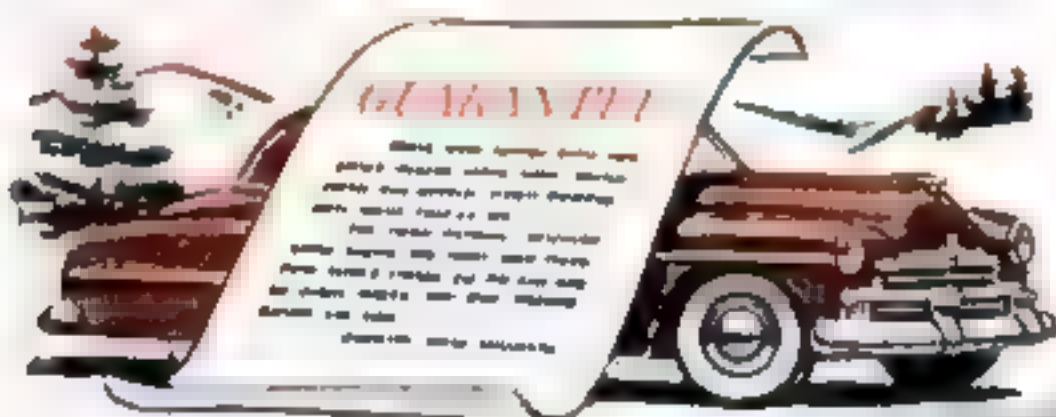
**YOU'RE SET!**

Just put "Prestone" anti-freeze in early—and forget it till spring! Then you're set the whole winter through—whether it's hot or cold! One shot lasts *all* winter! Won't boil off!



**YOU'RE SAFE!**

You're safe—and you know it! No rust! No foam! No freeze! No failure! No worry about repair bills!

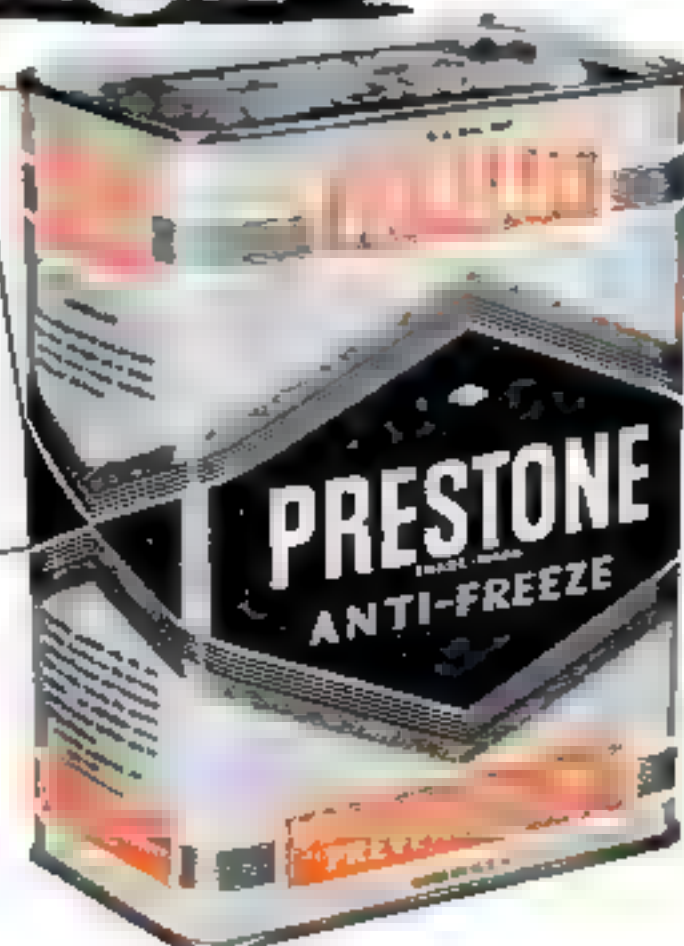


**YOU'RE SURE!**

Here's a tip! Many anti-freezes are made of methanol—which is actually boil-away alcohol. Be sure to ask your anti-freeze dealer before you buy *any* brand. There's not *one* drop of boil-away alcohol in "Prestone" anti-freeze. It's guaranteed!

**\$3.75**  
PER GALLON  
**\$1.00** PER QUART.  
IN CANS

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COMPANY**  
A Division of UNION CARBIDE  
AND CARBON CORPORATION  
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**"PRESTONE"**

BRAND

**ANTI-FREEZE**

*One shot lasts all winter!*

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## LETTERS TO THE EDITORS

### BLOOD IS FLOWING

Sirs:

I feel sure that every Red Cross blood center has felt the impact of the truly great article, "Blood is Flowing" (LIFE, Oct. 22), as have we here in the New York region. . . .

J. HARRISON HECKMAN  
Executive Director

New York Chapter  
American Red Cross  
New York, N.Y.

Sirs:

I wonder how many readers, like myself, were shamed into donating a pint of blood by LIFE's article.

CHRISTOPHER E. KNOPP  
Culver City, Calif.

Sirs:

LIFE's blood feature certainly started the blood flowing in the Chicago area office of the Social Security Administration (over 500 employees). Bulletin board posting of your blood-splashing pictures brought heart-warming response.

I. F. FRIEDMAN  
Chicago Area Office, SSA  
Chicago, Ill.

Sirs:

Sometime during the early part of this year there was quite a drive for blood donors. Having previously tried to locate a center here, I immediately called and was told that there was actually no center in this area, not even a mobile unit. However, they would take my name and call me when one was established. . . .

MRS. J. S. APELMAN JR.  
New Orleans, La.

Sirs:

Every day the Red Cross has been making appeals over the radio for donors. I called the local hospital and was told I would have to go to Pocatello, which, 25 miles south, is the second largest city in Idaho. I enthusiastically drove to Red Cross headquarters there, only to be told they weren't taking any donors until January.

I felt rather let down after losing a day's work and making a 60-mile trip in vain.

MRS. RAYMOND HORSLEY  
Blackfoot, Idaho

Sirs:

With nearly half a million people in Dallas the Red Cross does not have a blood donor center here. . . .

MRS. L. H. HOWETH  
Dallas, Texas

Sirs:

... The blood donor center nearest Santa Fe is in Tucson, Ariz., a distance of some 600 miles. . . .

ANNE NOGGLE  
Santa Fe, N. Mex.

Sirs:

If blood is really as scarce as you tell us, why do not the authorities arrange to accept our blood in a city the size of Butte, 32,904?

GEORGE HENRY ELLIS  
Butte, Mont.

Sirs:

There are a great many of us in rural areas who wish very much to give blood. We are unable to, however. The towns we live in have no facilities to handle Red Cross blood donations. No



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gets top billing  
for greaseless  
good grooming,  
and healthier,  
handsomer hair,

says William Bendix

Co-starring in RKO's  
"A GIRL IN EVERY PORT"



9 OUT OF 10 BARBERS USE  
DANDRUFF-DESTROYING\* JERIS.  
YOU'LL LIKE ITS  
FRESH, CLEAN-SCENTED  
MASCULINE FRAGRANCE, TOO

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## Fore BEFORE and AFTER SHAVE LOTION

FORE pre-softens beard, pre-conditions skin for the coolest, smoothest shave ever, and soothes skin for supreme after-shave comfort.

Now—get this regular size bottle of

## Fore FREE

with purchase of JERIS Antiseptic Hair Tonic

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BOTH ONLY  
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\*Pityrosporum ovale, which many authorities recognize as the cause of infectious dandruff.



ANNOUNCING NEW '52 DODGE

ON DISPLAY NOV. 10



# IT'S *NEW!* IT'S TRUE FOR '52!

YOU COULD PAY HUNDREDS OF DOLLARS MORE AND NOT GET ALL THIS NEW '52 DODGE GIVES YOU

GLAMOROUS and beautiful, this stunning new 1952 Dodge is casting its magic spell over the hearts of all who see it!

From the whispering purr of its powerful engine to its eager response to the slightest touch on the wheel, you know that here is a car willing and anxious to please.

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You'll like the kitten soft way it travels . . . the way the new Oriflow Ride cradles you over roughest roads.

So if you yearn for a car that makes distant places seem near . . . one that wraps your loved ones in safety as well as luxury . . . one that will be a friend, tried and true . . . then this new, dependable '52 Dodge is the car for you.

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LUXURY UNLIMITED! New beauty . . . new, rich, fabrics . . . smart decorator trim . . . put the mark of good taste on new Dodge interiors.



DODGE  
DEPENDABILITY  
VALUE



BLINDFOLD TEST proved Dodge Oriflow System gives world's smoothest ride . . . level even over roughest roads. Try it yourself!



GYRO-MATIC, available on all '52 Dodge models, is America's lowest-priced automatic transmission. Makes driving easier . . . smoother!

Big new dependable '52 **DODGE**





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For the  
**FILLING...**  
smoothest, richest  
you ever  
tasted!



*Make the world's best  
pumpkin pie  
this easy way...with  
**LIBBY'S!***

For the  
**CRUST...**  
sure-success and  
flakiness in  
a jiffy!



Never have you tasted such pumpkin pie as Libby's gives you. It's mellow as a harvest moon! That's because *Libby's* is made from specially cultivated *pie-pumpkins*...seasoned just right . . . and packed in Libby's own special way, to give a velvety, custard-rich consistency. With Libby's Pumpkin and the prize recipe on the label you'll be a *much-kissed* cook! Libby's comes in two sizes: No. 2½ can for two 9-inch pies; No. 303 can for one pie.

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## WHAT A SNAP!

1. USE THE FAMOUS FILLING RECIPE printed on the back of every Libby's Pumpkin label. It gives the *perfect* proportions of pumpkin, spice, and milk for the most glorious pumpkin pie you ever tasted!
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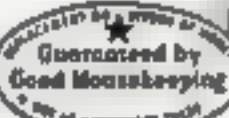


EVERY DOG NEEDS  
THIS CHANCE TO CHEW!



How right he is! The "work-out" he gets from crunchy MILK-BONE DOG BISCUIT helps keep a canine's teeth and gums in top condition! What's more, each biscuit contains vitamins and minerals in appetizing form. Because it's a concentrated food, MILK-BONE DOG BISCUIT is economical to feed... easy to digest because it's baked. Sold only in lined and sealed containers. Make it a menu "must"!

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Send me free MILK-BONE DOG BISCUIT. Also booklet, "How to Care for and Feed Your Dog." (Paste coupon on penny postcard if you wish.)

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FRED MONOSSEV, President

## LETTERS TO THE EDITORS

CONTINUED

mobile Red Cross units ever come into our areas. . . .

CECILY GOLDEN

Caliente, Nev.

Sirs:

Please don't say "U.S. citizenry as a whole has been chalking up a dismal record." Let's put the blame where it belongs—on the people in the Army, Red Cross or government who are doing such a shockingly poor job on such an important matter. . . .

HELENE RINGLES

Englishtown, N.J.

● When in top production in World War II, the Red Cross had 35 donor centers and 65 mobile units. Now it has 55 centers, 120 bloodmobiles, but the full facilities of hospitals and other cooperating agencies are not so available for blood collecting as they were in World War II. According to the Red Cross, coordination with local medical authorities has sometimes been difficult, and in some cases almost impossible, as in Houston, where the Harris County Medical Society refused to approve a Red Cross Center and would only cooperate when a private organization took over blood collection. Nevertheless Dallas is promised arrangements to collect blood in a few weeks, New Orleans by December. With the exception of Maine and North and South Dakota every state is covered fully or in part and 60% of the U.S. population can reach a center or a bloodmobile within two hours' travel. Neither the Army nor the Red Cross considers the situation ideal.—ED.

### THE SUEZ CANAL

Sirs:

Although the builder of the Suez Canal died "disappointed and disgraced" as you say in "The Suez Canal" (LIFE, Oct. 22), he was evidently still a popular enough figure with the public to



be made part of the New York Pharmaceutical Association calendar for 1893-94 (above). The calendar extends through May '94—deLesseps died that December. . . .

RUTH B. MOLLOY

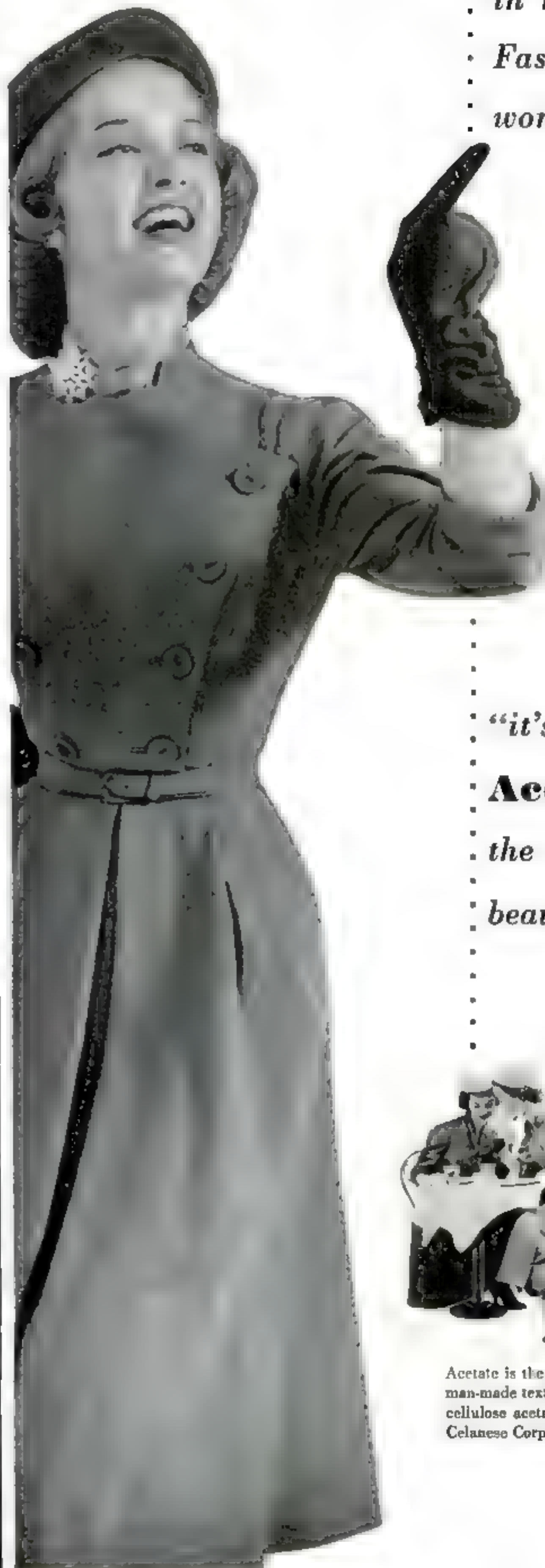
Philadelphia, Pa.

### RIDGWAY ON JAPAN

Sirs:

I have just read with deep interest Mr. Frank Gibney's excellent analysis of Japan's rebirth, "The Birth of a New Japan" (LIFE, Sept. 10). No American, I think, reviewing our national policy toward Japan over the occupation years can fail to find exaltation in the sustained implementation of our national traditions Mr. Gibney so well describes. One must go back to Flaminio's liberation and restoration of sovereignty to the Greek cities to find

"There's a  
new word  
in the  
Fashion  
world"



"it's  
Acetate  
the  
beauty fiber"



Acetate is the man-made textile fiber, cellulose acetate, pioneered by Celanese Corporation of America

CONTINUED ON NEXT PAGE



"SURE, YOU'VE GOT A 'SNAZZY' SPEED BOAT  
...BUT HE USES MENNEN SHAVE CREAM!"



Keep Presentable Longer!  
CLEANER, SMOOTHER SHAVES

With  
**No Burning!  
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MORE DOCTORS  
Who Specialize in Skin Care  
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WITH THE

*He-Man Aroma That  
"WOWS" the Ladies!*

- You'll Like Its Refreshing, "Wake-Up" Tingle!
- Helps Heal Tiny Razor Nicks, Too!

## LETTERS TO THE EDITORS

CONTINUED

in history a comparable act of magnanimity in victory.

On the other hand, as Mr. Gibney makes so clear, we have been but partners with the Japanese government and people in the work of reconstruction and democratization. . . . Now that the peace treaty has been signed, we may expect the work so magnificently begun to continue. Time is essential, for democracy is a way of life more than it is a political philosophy; and fundamentally to alter the way of life of an ancient island civilization is the work of generations. My appreciation to Mr. Gibney for his scholarship and understanding.

M. B. RIDGWAY  
General, United States Army  
General Headquarters  
Far East Command

### CHAMP RIDER

Sirs:

Sure pleased to see Casey Tibbs ("Champ Rider," LIFE, Oct. 22) on LIFE's cover. I was Arena Director at McLaughlin Rodeo when Casey won his first saddle bronc entry at the age of 13—the youngest age of any cowboy to win first money in saddle bronc at a rodeo. Casey is a rhythm bronc rider, like a tap dancer. I think it will be a long time before we see another rider ride like him.

JULIUS DIETRICH  
McLaughlin, S. Dak.

Sirs:

If Tibbs' speeding at 95 mph and gambling are a portrayal of a real cowboy, give us the other kind pronto.

LILLIAN M. BESWICK  
Alberta, Canada

Sirs:

Using Casey Tibbs' own words, I would call him "real delicious."

DOLORES BERGREEN  
Springfield Gardens, N.Y.

Sirs:

You have destroyed everything good that has been built up in defense of the American cowboy. . . .

GERALD L. GROWE  
Ypsilanti, Mich.



• At the Madison Square Garden rodeo, the country's biggest, Casey (above) won first place in both the bareback bronc riding and the saddle bronc riding events.—ED.

CONTINUED ON PAGE 20

on Christmas morning,  
give him a

## ROLLS RAZOR



he'll thank you  
every morning  
because it's

the only  
safety razor  
that always gives  
him the perfect  
edge for  
his beard!

No other beard is like his beard. And no ordinary, mass-produced blade is good enough to give him a perfect shave every day of his life. Only Rolls Razor allows him to choose exactly the right cutting edge for his beard, whether it's tough or tender . . . whether he's dark or fair.

Just a few quick strokes of the hollow-ground, imported Sheffield steel blade on the built-in strop (or hone when necessary) give it the custom-made sharpness he desires.

There is no guesswork with a Rolls. No blade-buying either. The Rolls lasts a lifetime . . . and gives the shave of a lifetime every day. Clean, quick, easy one-stroke shaving he's never dreamed possible. So give him the finest razor in the world . . . Rolls Razor.



Beautifully packaged in  
blue, satin lined case.  
ONLY \$15.00, no luxury tax.



The Finest Razor In The World

## ROLLS RAZOR

338 Madison Avenue, New York 17, N. Y.





## Prime Mover...

of the goods this country needs for national defense, and for its daily life and work, is the flanged wheel on the steel rail. Day and night—all across the face of the nation—at all seasons of the year—freight trains roll, carrying raw materials and finished goods, products of farm and forest and mine, of mill and factory.

Doing the big, basic transportation job that nothing else can do, the railroads need adequate income based on today's cost of operation. Only in this way can they be kept fit to do their job—the job of moving more tons of freight, more miles, at a lower average charge than any other form of general public transportation in the world.

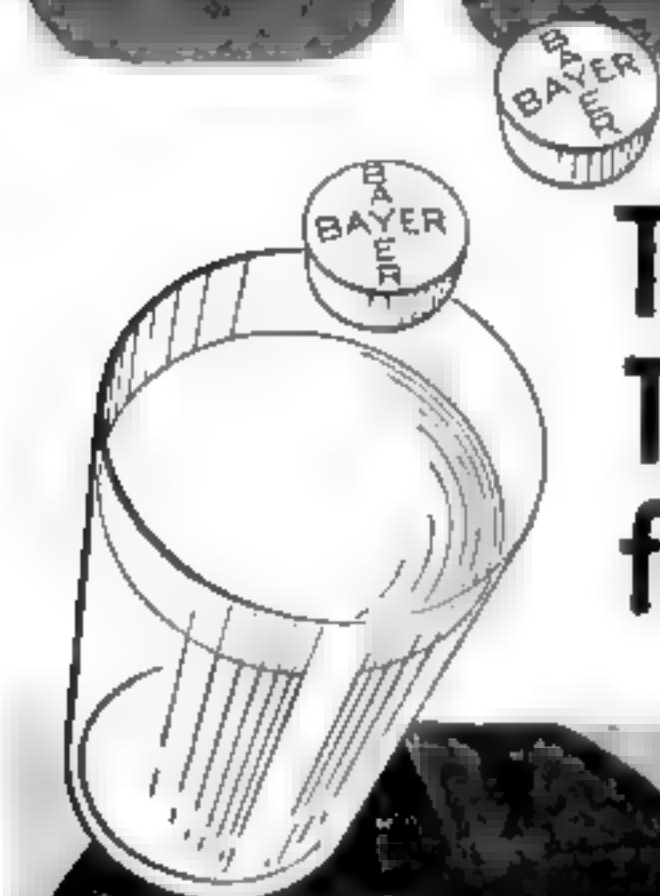
## Association of American Railroads

WASHINGTON 6, D.C.

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# At the First Sign of a COLD



Take 2 Bayer Aspirin  
Tablets with a  
full glass of water...



## and feel better *FAST!*

**H**ERE'S ADVICE about colds that we think your own doctor will tell you is sound and effective.

No matter how you try to stop or shorten a cold, the first thing to do—before you do anything else—is to take Bayer Aspirin.

You should do this because a cold is almost invariably accompanied by muscular aches and pains—and a head-achy, feverish feeling. And for your own good, you need a medication that will relieve these distressing symptoms—relieve them quickly.

One reason Bayer Aspirin tablets

bring you this relief is that they're ready to go to work with amazing speed... actually start disintegrating almost instantly.

This Bayer way of feeling better fast—tested and proved by millions—is now being used by more men, women and children than ever before.

So don't experiment with a cold. Use Bayer Aspirin. And for sore throats due to colds, gargle three times daily with 3 Bayer Aspirin tablets dissolved in  $\frac{1}{2}$  of a glass of water. When you buy, always be sure to ask for Bayer Aspirin, not just for "aspirin" alone.

Because no other pain reliever can match its record of use by millions of normal people without ill effect, one thing you can take with complete confidence is genuine

# BAYER ASPIRIN

## LETTERS TO THE EDITORS

CONTINUED

### REPORT ON YANKEES

Sirs:

Casey Stengel, manager of the Yankees, read Andy High's report on the Yankees ("Never Saw a Report Like It," *LIFE*, Oct. 22) and was somewhat amazed at the unusual code of ethics which prompted either the Giants or Dodgers to have such a report printed. Our skipper, however, shrugs off the importance of the report to other clubs in the American League. Says Stengel, "If we can beat every club three straight when we have to, as we did in the World Series, it will be all right by me if they have a dozen such reports on us."

It should be explained that the Yankees assisted High in getting his report. We saw to it that he had the seats he wanted every time he visited Yankee Stadium to scout us. Our Johnny Neun and Bill Skiff had a pretty good report on the Giants and Dodgers too, but we'll keep that for our files. Might come in handy.

ARTHUR E. PATTERSON

New York Yankees, Inc.  
New York, N.Y.

### CHURCHILL'S MEMOIRS

Sirs:

Where did you get the Stalin doodle that you show in "The War Memoirs of Winston Churchill" (*LIFE*, Oct. 22)?

SYLVIA SEEMAN

Denver, Colo.

● It was picked up from the conference table by General Sir Leslie Hollis, a member of Churchill's staff at Teheran, who will produce it in full in his forthcoming memoirs.—ED.

### SPEAKING OF PICTURES

Sirs:

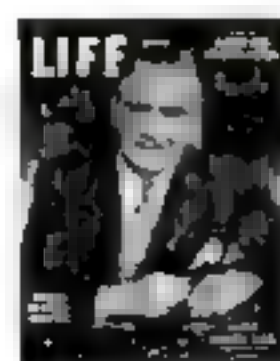
The so-called anti-Jefferson cartoon you published from Stefan Lorant's *The Presidency* ("Speaking of Pictures," *LIFE*, Oct. 22), is entitled "Mad Tom in a Rage." The print is an attack on Tom Paine, not Tom Jefferson.

It is understandable how *LIFE* made this error. Various historians have mistakenly labeled "Mad Tom" an anti-Jefferson cartoon.

Anti-Jefferson cartoonists standardized their caricature of the Virginian as long, lean, gawky in body and aquiline in feature. The artist who drew "Mad Tom" pictures a short,

CONTINUED ON PAGE 22

Please send



name

address

city zone state

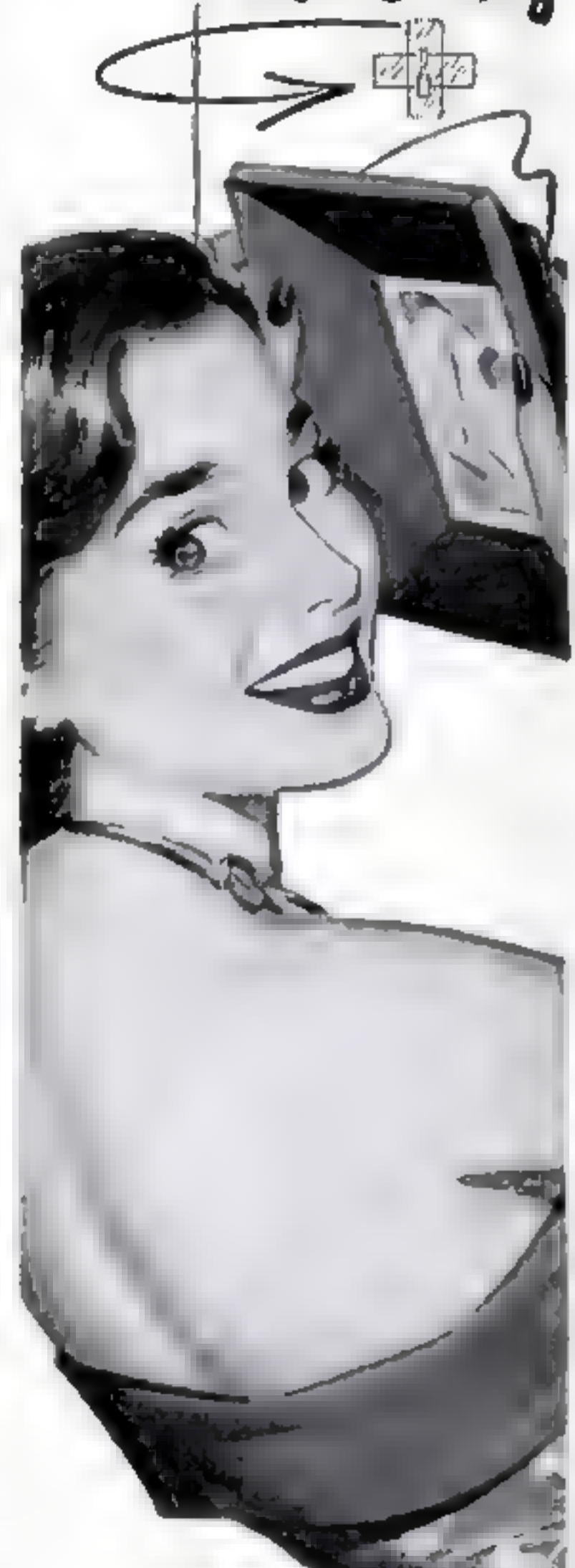
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new **TEXCEL!**



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CELLOPHANE TAPE

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# "New-Engine" Your Car Now For As Little As \$16 Down

(TERMS VARY BY AREA AND MAKE OF CAR)

**WESTERN AUTO** STOP REPAIR BILLS AND OVERHAULS!... WITH A

## Wizard-ized Engine

FACTORY REMANUFACTURED  
THAT PAYS FOR ITSELF!

Approved by 5 BIG FACTORIES on the highest specifications standard in the industry

IT'S THE BIGGEST MONEY-SAVING IDEA IN CAR MAINTENANCE IN 20 YEARS!

THE SAVINGS EVERY MONTH IN GAS, OIL, AND REPAIRS WILL PAY FOR THE ENGINE AS YOU ENJOY IT!

IMAGINE GETTING A COMPLETELY REMANUFACTURED ENGINE AT ABOUT THE PRICE OF AN OVERHAUL!

\*Your easy, low-cost solution for "tired" Chevrolets, Fords, Plymouths, Pontiacs, Mercurys, Dodges, Chryslers, DeSotos, Oldsmobiles, Studebakers, and other popular makes. Wizard-ized Engines are

fully remanufactured in 5 large factories (not just shops or garages), to give you guaranteed new car engine performance at low cost. Engine accessories are used from old engine, or may be replaced new.

## Get Another 50,000 Miles or More from Your Car With A WIZARD-IZED ENGINE That Pays for Itself!

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No other engine—no overhaul job—can give you more power-packed miles for so little money! And, you get...

The same engine guarantee that comes with a new car—plus a free 500-mile service inspection of our installation. Every Wizard-ized Engine gets a...

Complete factory inspection and new-engine test run. Our installations are made by trained mechanics in fully-equipped garages. You can buy a Wizard-ized Engine with new car confidence!

Priced far below the cost of a new engine... or about the cost of a bearing, ring and rebore overhaul! Chances are...

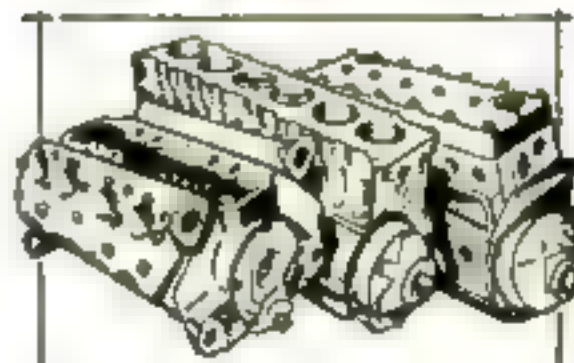
Your old engine uses more extra gas, oil and repair bill dollars than a Western Auto Wizard-ized Engine costs you. You're paying for it, so why not enjoy it now? You can, for...

Less than 1/3¢ per mile... and you get years of new miles without paying the high cost of a new car! Don't wait...

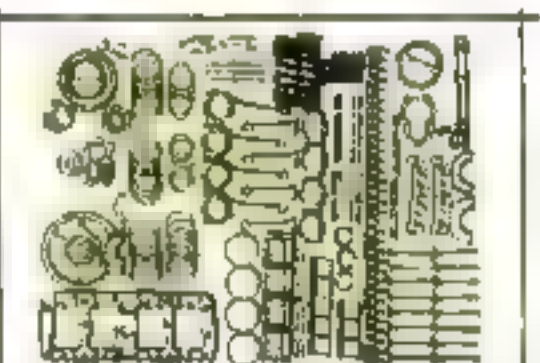
See your Western Auto man tomorrow... find out about his guaranteed trade-in allowance for your old engine!

**EASY TERMS AS LOW AS \$3.00 weekly**  
Terms vary by area and make of car.

## Why You Can Have Confidence In a WIZARD-IZED ENGINE:



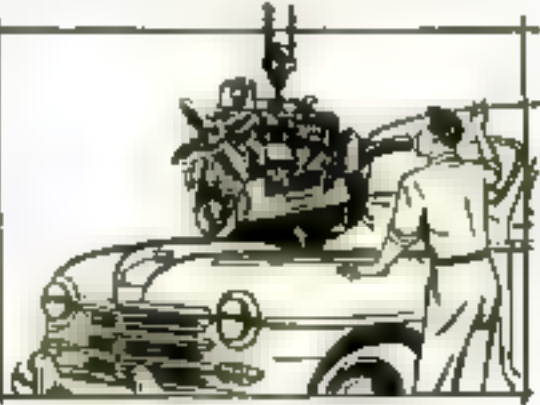
1. Not a so-called "rebuild," but completely remanufactured. Original manufacturing steps repeated, using original factory block.



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3. Guaranteed by over 3,000 Western Auto Stores & Associate Stores—America's largest group of associated auto supply stores!



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**The Engine You Can Buy with New Car Confidence!**



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# 60 Second Shaver NATION WIDE HIT!



## CERTIFIED PROOF!



UNITED STATES TESTING COMPANY  
130 West 42nd Street  
New York 36, N.Y.

March 14, 1951

Remington Rand, Inc.  
Electric Shaver Division  
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Bridgeport 2, Conn.

Gentlemen:

We have recently completed a time study in order to ascertain whether it is possible to obtain a satisfactory shave with your new Remington 60 Electric Shaver in sixty seconds or less. For this purpose, over fifty members of the United States Testing Company, Inc. used the shaver for a three week period.

Over fifty individuals found that it was possible to obtain a satisfactory and presentable shave in less than sixty seconds. The grand average time per shave for the entire test period was 54 seconds.

The results of the test appear in our Report of Test No. 24211.

Very truly yours,  
W. M. Black  
Vice President

UNITED STATES TESTING COMPANY, INC.

Men everywhere are talking about the amazing new sixty second shaver...and no wonder! Never before in shaving history have men removed their whiskers so easily or so quickly as they do with the new Remington 60. There's a

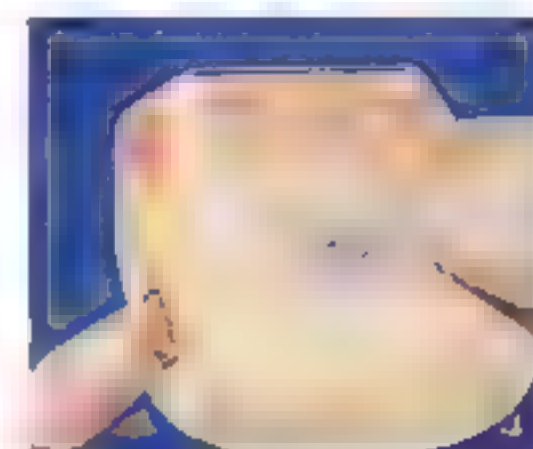


**CERTIFIED PROOF!** This participant and 57 others were timed over a ten-day period. Their average time: less than 60 seconds per shave!

reason, of course: 132 Diamond-Honed Cutting Blades perform over 16 million whisker-cutting operations per minute. If you have never tried a modern Remington, you owe it to yourself to enjoy one close, smooth, comfortable shave free from the mess and fuss of old-fashioned methods. Once you try it, you'll understand why the new Remington

60 is a nationwide hit, and why the Remington way is *your* way to shave. See it—try it—at all fine stores in U.S. and Canada or any of our 112 Nationwide Shaver Headquarters.

A PRODUCT OF **Remington Rand**

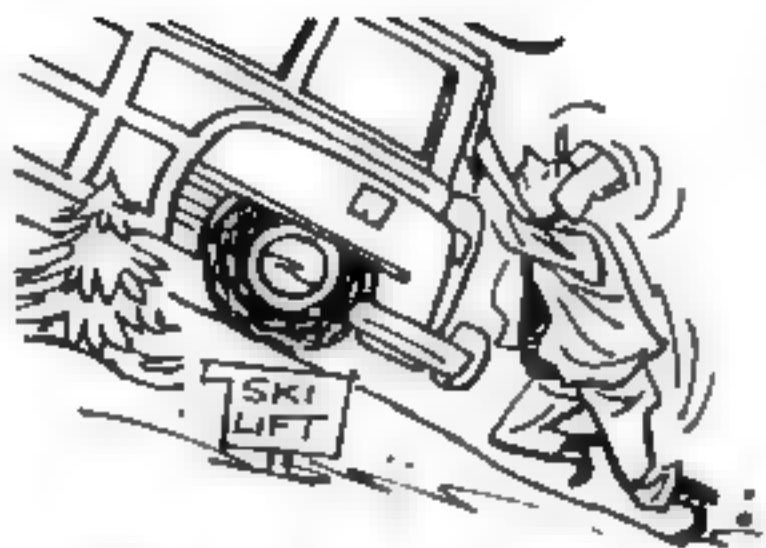


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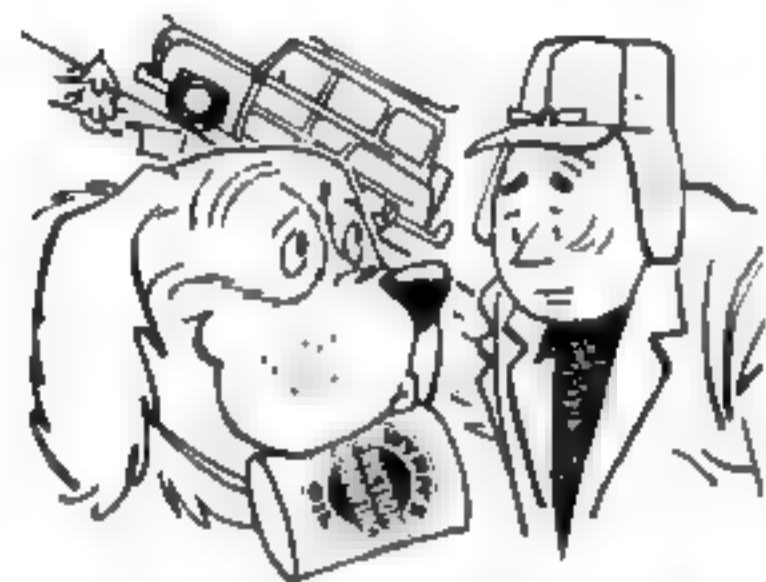


**NEW!** 3 to 9 times more other shavers! Heads mounted on famous Contour Principle!

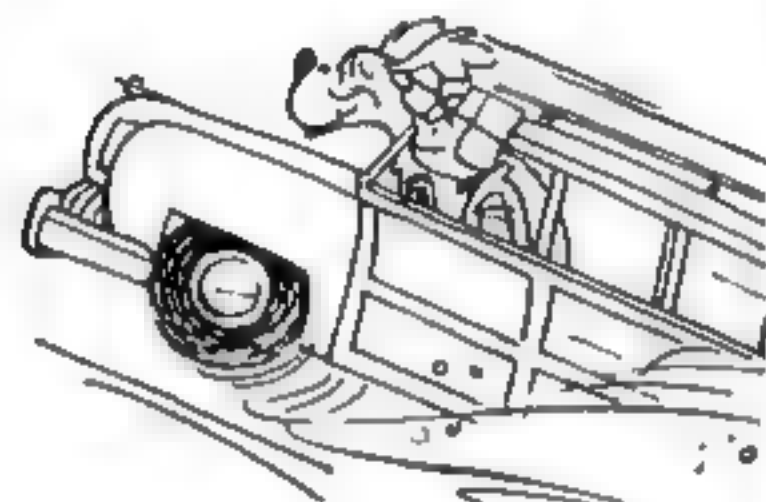




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## FOR MORE POWER\*



## WITH LESS GAS

### SAVE 1 GALLON IN EVERY 10

WANT AN EXTRA GALLON worth of mileage out of every ten gallons of gas? Add Wynn's Friction Proofing Oil to regular motor oil every 1000 miles. Wynn's "plates" engine parts with a tough, slick surface that not only slashes gas-wasting friction, but also cuts carbon, sludge, and engine wear...stops valve sticking.



\*Easy Cold-Weather starting, too!

**95¢ PINT**

(less in some areas)

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WYNN OIL COMPANY • AZUSA, CALIFORNIA

## LETTERS TO THE EDITORS

CONTINUED

squat, thick figure in whose heavy face is set a pair of striking eyes (cf. the famous Romney portrait of Paine showing Paine's penetrating eyes). If the figure was suspiciously unlike Jefferson, the symbols around it proved conclusively it was Tom Paine; first the brandy bottle (such as you show), a standard item in the attack on Paine for drunkenness and one of the few sins never charged against Jefferson. The papers in the figure's pockets labeled "Letters to the Citizens of" and "Third Part of Manuscript" specifically refer to Paine's attack on the Federalists in his seven letters "To the Citizens of the United States."

DOUGLASS ADAIR  
Managing Editor

William and Mary Quarterly  
Williamsburg, Va.

Sirs:

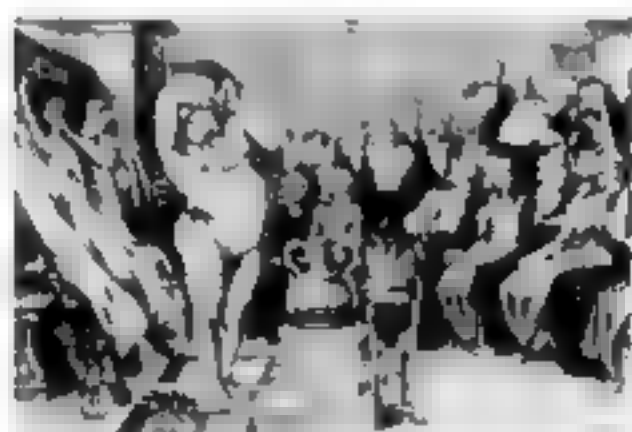
Here is a painting which graces the interior of my business establishment. It is called *Phryne Before The Tribunal* painted by Jean Léon Gérôme in 1861. It would seem the originality of Puck's Mr. Bernhard Gillam's artistry is somewhat questionable.

E. E. McNUTT

Spokane, Wash.



GEROME'S "PHRYNE"



PUCK'S "BLAINE"

● Gillam was well aware of the Gérôme painting and modeled his on the original. It portrayed the trial of Phryne, a 4th Century Greek courtesan, accused of having "profaned the Eleusinian mysteries." Her defender stripped her naked in court and so bedazzled the jury with her beauty that they acquitted her instantly.—ED.

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## Did ever a gal have such a guy?



"That's right, flatter me, woman. I love it!"

"You rate it, honey. Not many wives get Sunday breakfast in bed."

"I'm the guy who promised to look after you for the rest of your life. Remember?"

"You're doing a wonderful job so far."

"Thanks, m'love, and just to make sure you'll always think so I've worked out an INSURED INCOME program with the help of a Mutual Life representative. The beauty of Insured Income is that it meets so many of our needs. If I'm not around, it provides a monthly income for you and Bobby. His education would be taken care of

too. Then, if all does go well, there's a retirement income for you and me. What's more..."

"Hey... that's enough! I was convinced you loved me before we even started down the aisle together."

\*\*\*

Let Insured Income bring real security to your young family! You'll find the cost within your reach because it builds on your present assets, such as your current life insurance, pension benefits and Social Security. The Mutual Life Field Underwriter in your community will be glad to explain Insured Income without obligation.

### LEARN WHAT THE New Expanded Social Security MEANS TO YOU!

SEND FOR FREE BOOKLET— with the facts about Social Security... its value... and how it teams with your life insurance. If you are 45 or under, you'll be particularly interested in this booklet. You'll also learn about the official records you need in order to collect benefits later without delay. Mail the coupon today.



WEATHER STAY ATOP OUR HOME OFFICE—FLASHES OFFICIAL WEATHER FORECASTS



## THE MUTUAL LIFE

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**Italia**  
We left Idlewild airport Sept. 18 on an Italian Airlines plane bound for Rome. That's my wife Betty and her mother, Mrs. Daniel J. McLaughlin, at right.



In Rome Italian prime minister, Alcide de Gasperi, whom I met in New York in 1947, pinned the Star of Solidarity, Italy's highest decoration, on me.



We did what sightseeing our tight schedule permitted. Here I'm in the Colosseum. We visited all big cities except Bologna, which still has a Communist mayor.



I was the guest of Prime Minister David Ben-Gurion for three days in Israel. Here we are talking about all the things he wanted me to see. I saw a new glass factory, a new cement factory and the Kaiser-Frazer auto assembly plant. It was tremendously impressive.

In Jerusalem I decorated a grave in the cemetery of Israeli soldiers who fell in the fighting.



## SPEAKING OF PICTURES...

...This is Mayor Impellitteri's travelog, with captions written by himself

To some New Yorkers, notably the newspaper editorial writers, it appeared that the best way to see the world was not to join the navy but to get elected mayor. Two months ago New York Mayor Vincent Impellitteri, following a tradition set by his frequent-vacationing predecessor, William O'Dwyer, departed for a 34-day tour of Italy and Israel. The pictures on these pages, captioned in his own words,

are a travelog of the trip, and it was, says Impy, far from an idle pleasure jaunt. His daily round of receptions and appearances in the major cities began at 9 a.m. and ended past midnight. The trip had the blessing of the U.S. State Department, and its main purpose, said Impy, was to show Italy how democratic America welcomes and fosters its immigrant sons, like Sicilian-born Vincent Impellitteri.





Our audience with the Pope was my first and took 26 minutes. I know because I counted them.



This is the well-cared-for cemetery near Anzio beach-head where about 7,500 American boys are buried.



We visited the little house where I was born. Its four rooms were still apparently the same.



My emotions were deeply touched at an orphanage in Isello, on Sicily, where I was born 50 years ago. The orphans sang a song about how hard it is to be alone in the world.

I remembered nothing of Isello since my family moved when I was one. But I was interested in the nearby mountains. I recall my father talking of hunting in them.



The mayor of Venice called for me in his gondola to go to the city hall reception. It was lined with rich velvet—red, I think. Later people packed the square outside a restaurant where we dined. I estimated there were 15,000 there.



I went to Mass in the church in Isello where I'd been baptized. The priest was a distant cousin.



*He Thinks He's The Brains Of The Family!*



NANCY IF YOU HAVE A BRIDGE I'LL TELL ME GAWW CHIN! LET'S HEAR IT!

JACK WHEN IT COMES TO BAD BREATH I'M SMARTER THAN YOU ARE! I'M SORRY DAD! BUT WOULD YOU SEE OUR DENTIST PLEASE!



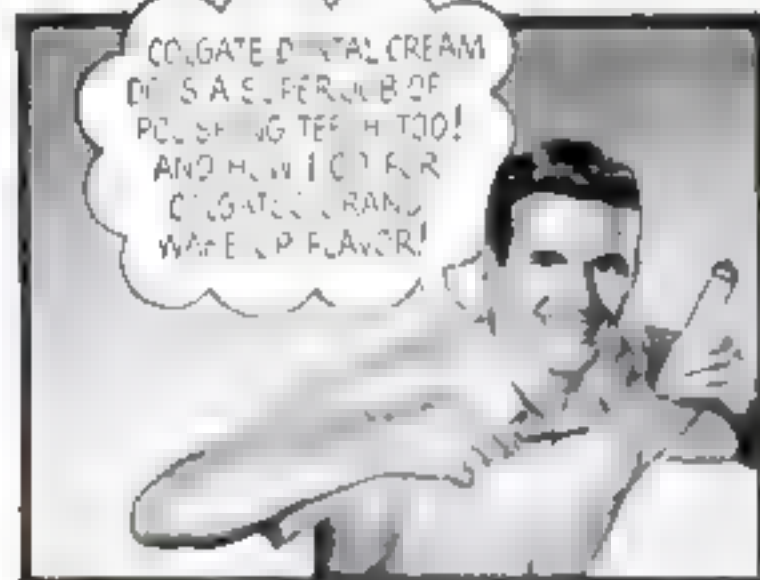
OOPS!

COLGATE DENTAL CREAM CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH AND THE COLGATE WAY OF BRUSHING TEETH RIGHT AFTER EATING STOPS TOOTH DECAY BEST!

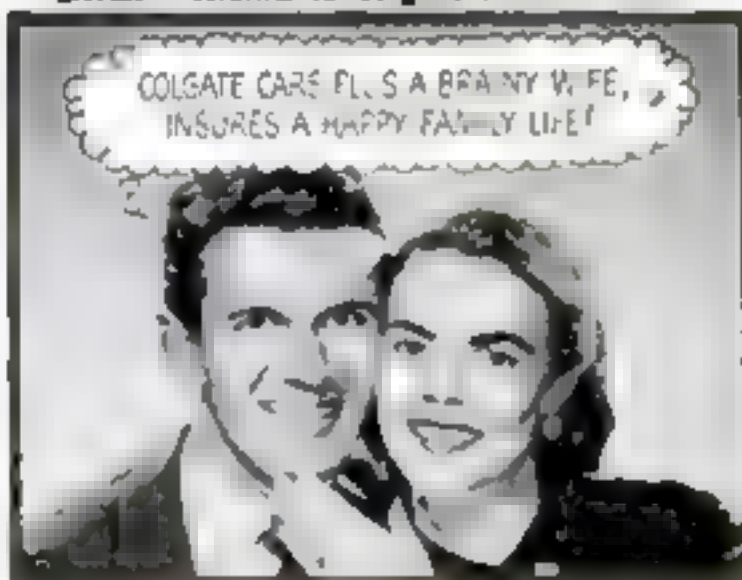


LATER—Thanks to Colgate Dental Cream

COLGATE DENTAL CREAM DOES A SUPERB JOB OF POLISHING TEETH TOO! AND HOW FOR COLGATE'S BRAND WAFER FLAVOR!



COLGATE CARES FOR A BRAINY WIFE, INSURES A HAPPY FAMILY LIFE!



READER'S DIGEST\* Reported The Same Research Which Proves That Brushing Teeth Right After Eating with

## COLGATE DENTAL CREAM STOPS TOOTH DECAY BEST

**MOST THOROUGHLY PROVED AND ACCEPTED HOME METHOD OF ORAL HYGIENE KNOWN TODAY!**

Reader's Digest recently reported the very same research which proves that the Colgate way of brushing teeth right after eating stops tooth decay best! The most thoroughly proved and accepted home method of oral hygiene known today!

Yes, and 2 years' research showed that the Colgate way stopped *more* decay for *more* people than ever before reported in dentifrice history! No other toothpaste or powder—ammoniated or not—offers such proof—the most conclusive proof ever reported for a dentifrice of any type!

Use Colgate Dental Cream  
✓ To Clean Your Breath  
✓ While You Clean Your Teeth—  
✓ And Help Stop Tooth Decay!



\*YOU SHOULD KNOW! Colgate's, while not mentioned by name, was the one and only toothpaste used in the scientific research on tooth decay recently reported in Reader's Digest.



This miniature motorcycle I saw at a trade fair in Milan is amazing—speedy and easy on gas.

ITALY FOR EVER

U.S.A. FOR EVER

WELLCOME IMPELLITTERI

In a number of cities people throw little papers like this one—as we passed through the streets.



I got my first real rest of the trip on the Vulcania coming back. We felt fine when we got home.





Nervous and jumpy at dinner? Maybe what you're drinking with your evening meal isn't helping a bit.

# what makes the difference?



This gent has switched to tea for dinner. He finds that good hot tea helps remove any thought he won't sleep, helps him feel better, too.



**SEE** what a glow you get from hot and hearty tea

*See if it doesn't help you feel better  
— sleep better, too!*



#### **MOST MEN LIKE IT ON THE "HEFTY" SIDE**

If you haven't tried tea this way, you just haven't had *tea*. Use your teapot, and 1 tea bag or 1 teaspoon for each cup (and one for the pot). Pour bubbly boiling water over tea. Let stand 3 to 5 minutes. Simple, isn't it? And so economical! Many people like it best with milk.

tea council



# Now...Two ways to get better rest!

Beautyrest now comes in TWO different models

1. Standard 2. Extra-Firm!



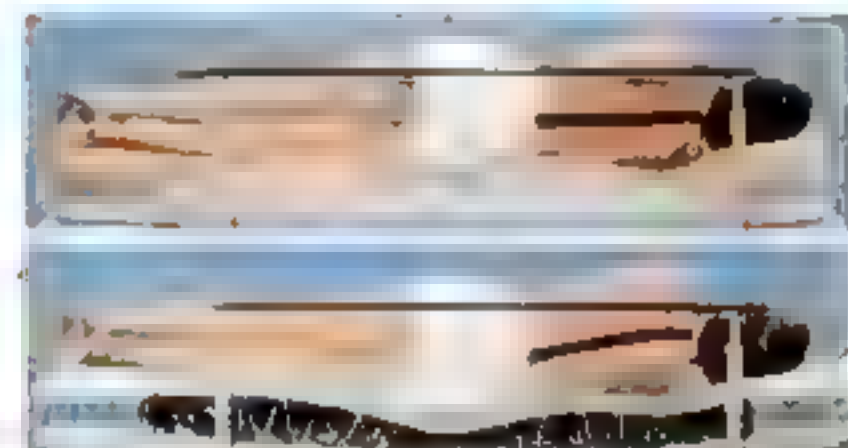
Do you like your Beautyrest® gentle-firm? Or would you prefer Extra-Firm?

Either way—take your choice—you get what you want in Beautyrest, the world's most comfortable, *most wanted* mattress! The only mattress with the unique Beautyrest coil construction! Will not, *cannot*, ever, ever sag!

At your furniture or department store. Only \$69.50. Comes down to about 2¢ a night. (Matching Beautyrest Box Spring also \$69.50.)



**Can't sag.** Each of the 837 springs in Beautyrest acts independently. Not wired together as in "ordinary" mattresses. Springs *can't* pull each other down. **Can't sag.** Proof: glass of water placed on any spring won't tip when near-by spring is pushed down.



**Beautyrest is Posture-Right.** Top picture: Black tape is pasted along spine as she lies on Beautyrest mattress. Note how tape is straight and level . . . proving spine stays level in Posture-Right comfort. Bottom picture: now note "ordinary" mattress, how tape curves as spine curves and sags.



**Lasts Longer.** On special "Torture Tester" machine at the United States Testing Co., Beautyrest took 740,744 more poundings, lasted more than twice as long as any mattress tested. All this for about 2¢ a night. A real SIMMONS value!

Only SIMMONS Makes

## Beautyrest

STANDARD EXTRA-FIRM



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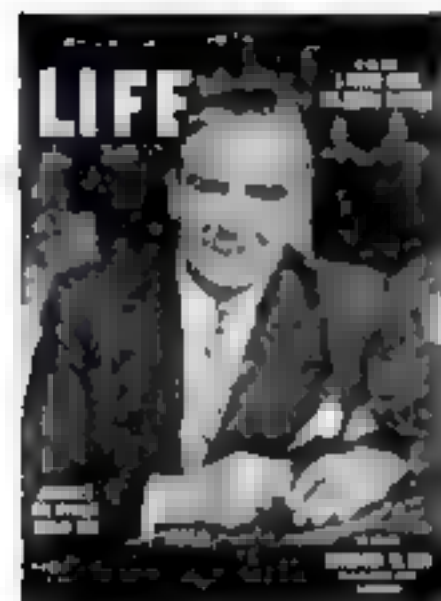
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## LIFE'S COVER

The gentleman on LIFE's cover this week has little reason to wear a smile. As Britain's new Tory foreign secretary, Anthony Eden may eventually succeed Winston Churchill as prime minister—but first he must solve some of the most woeful problems ever to confront the onetime empire. A statesman for 20 years, Eden seems undismayed by the present crisis. LIFE Correspondent Gene Farmer reports (pp. 49-57) that in his first week in office, Eden was the very picture of a proper, not to say a resourceful and energetic, diplomat. If he could redeem his predecessors' many mistakes, one of England's darkest hours might become Eden's finest.



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Yardley Night Cream. It lubricates, softens,  
and refreshes. Originated  
in England, where the  
weather can be its worst,  
this rich cream guards your  
skin from sun and wind.



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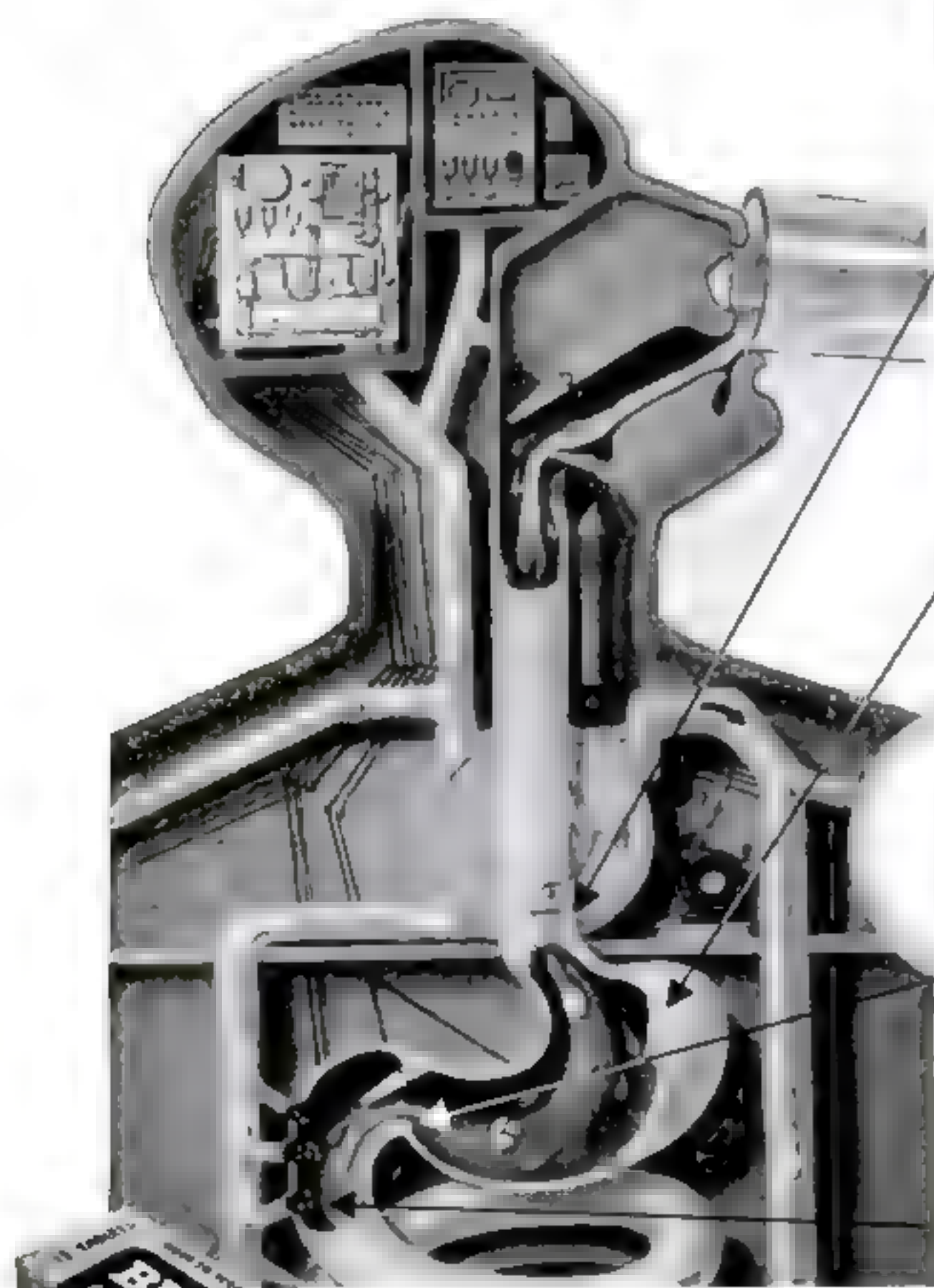
# Get fast pain relief!

# Bufferin

TRADE-MARK

**Acts twice as fast as aspirin!  
Doesn't upset the stomach!**

Here's how Bufferin acts twice as fast as aspirin



1

Bufferin or aspirin tablet enters stomach here.

2

Neither Bufferin nor any pain-relief product can relieve pain while tablet is in stomach.

3

Dissolving rapidly, Bufferin, being antacid, opens trap door of stomach speedily.

4

Opening trap door of stomach speedily, Bufferin enters the bloodstream twice as fast as aspirin, relieves pain twice as fast.

PRODUCT OF BRIEATOL-MYERS



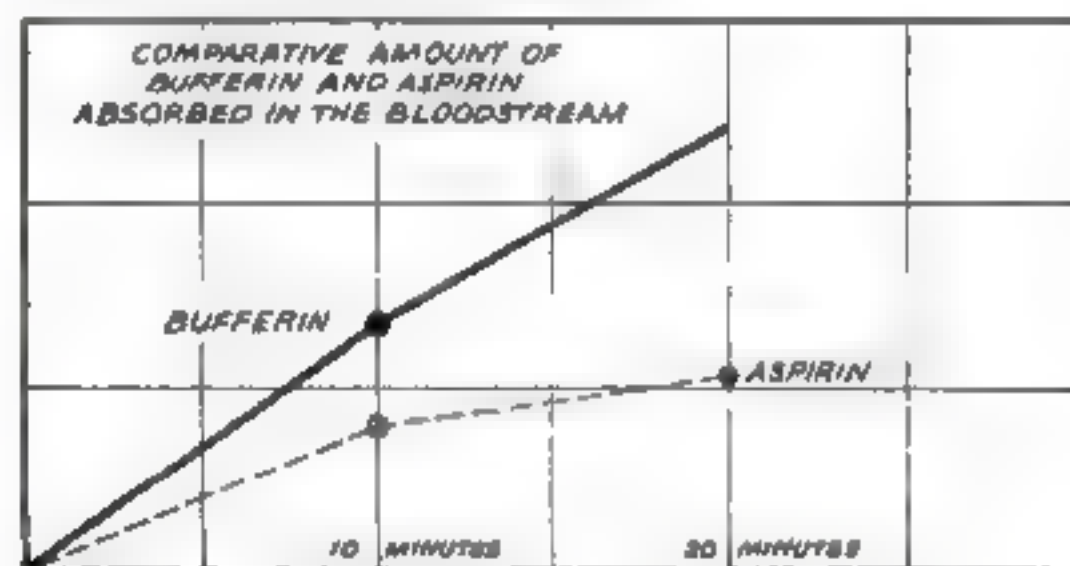
Because Bufferin does not upset the stomach as aspirin often does, many doctors recommend Bufferin for prolonged, as well as occasional, dosage.

Bufferin is scored for easy breaking when half doses are indicated.



No tablet or powder can give you relief from pain until the pain-relieving ingredient enters the bloodstream. Bufferin, being antacid, opens the stomach valve *speedily*, gets *into* the bloodstream *twice as fast* as aspirin! Therefore Bufferin acts *twice as fast* to relieve pain.

And Bufferin won't upset your stomach as aspirin often does, because Bufferin is antacid.



TIME OF ABSORPTION

Clinical studies prove that people who took Bufferin had more pain-relieving ingredient *actually in the bloodstream* in ten minutes than those people who took aspirin had in twenty minutes. That's why Bufferin acts *twice as fast* as aspirin to relieve pain.



For headaches, neuralgia, and ordinary muscular aches and pains, remember Bufferin for fast pain relief! Ask your physician or dentist about Bufferin. Get Bufferin from your druggist. Carry the 12-tablet, pocket-size package. Keep the economical 36- or 100-tablet package in your home medicine chest. Bufferin is also available in Canada.

IF YOU SUFFER FROM ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN





BILL BOYLE, WHO WAS INVOLVED IN THE RFC SCANDAL, STANDS ALONE AS REPORTERS SURROUND HIS SUCCESSOR UPON ARRIVAL AT WASHINGTON AIRPORT

## POLITICS: VERY WARM FOR '51

Last week U.S. politics were very warm for an off-year November. Exactly 12 months before the people would choose a president for the 45th time, candidates and/or their frontmen were campaigning, openly or deviously, as if this were the spring of '52. Avowed Republican Presidential Candidate Robert A. Taft moved through the country from one \$100-a-plate dinner to another, savagely flailing the U.N., the Korean War, but especially the Administration (p. 34). Dwight Eisenhower suddenly flew in from Europe for conferences with the President that had everybody guessing. Presumed Candidate Truman himself was silent, but his intraparty archenemy, Senator Harry F. Byrd (D., Va.), was not; in a speech to Southern Democrats at Selma, Ala. he flatly demanded, a

full year in advance, the defeat of Harry S. Truman.

Still Truman himself was far from idle. With his party plainly alarmed at the impact on the voters of the long series of deep-freezer-mink-coat-RFC-influence deals which had made headlines for months, the President jettisoned one of the chief causes of this embarrassment, Old Crony Bill Boyle (above), the national Democratic chairman, and chose as his replacement able, wealthy Frank McKinney of Indianapolis. Not eager for the job, trouble-shooting Frank McKinney obtained an official okay to reverse sharply the policies that had got Boyle into trouble (LIFE, Oct. 8), even won the President's personal commendation in the form of a useful present: a table lighter containing a familiar portrait preserved in lighter fluid (right).











boss Frank Hague and Mary T. Norton of New Jersey, Jimmy Roosevelt of California (shaking hands with McKinney), and Dan J. Cavanaugh of Idaho and Frank J. McHale of Indiana, now outgrown by his one-time protégé, McKinney.

## AT A DEADLY SERIOUS MEETING

family. But once he and the President had agreed on policies, McKinney acted with decision. He announced he would serve without pay (Boyle drew \$35,000 a year). He insisted Truman act to put the scandal-ridden Internal Revenue Bureau under Civil Service. He also forbade the acceptance of gifts, favors or fees by the salaried employees of the national committee. If McKinney had anything to do with it, the G.O.P. (next page) would be handed less campaign ammunition than it had been getting.

GUFFEY MILLER OF PENNSYLVANIA LISTEN CLOSELY TO THE PROCEEDINGS



HIS CHIEF ASSISTANT, India Edwards, head of Democratic women who was also mentioned for chairmanship, talks with McKinney. Cigar is his trademark.



HIS PRETTY WIFE, Margaret, mother of four young McKinneys, appears with him at a press conference. She was given a canasta set by President Truman.





**AT THE BIG DINNER** 3,250 sit on main floor and in rows of boxes at left and right, and 889 eat in

mezzanine at ends of the hall. After dinner about 3,000 more who had free tickets came in for speech.



**AFTER THE DINNER** dignitaries moved to platform, raised their hands and sang *God Bless America*

before huge map of the U.S. At extreme right is Senator Everett Dirksen of Illinois, himself a dark horse.

## Politics CONTINUED



**F.D.R. AND STALIN** discuss U.S. Constitution in skit. Says F.D.R., "I don't think about it often."

## BOB GOES TO DINNER AND IKE COMES HOME

While watching the Democrats' cleanup antics with an air of amused disbelief, the Republicans steamed ahead with a campaign that had already taken on the proportions of a last-ditch presidential race. In Chicago last Friday Bob Taft came to dinner, and it was a whopper—the biggest full-course sit-down affair ever held in one room in the U.S. The diners heard Taft bitterly denounce the Administration for everything from a slide toward socialism to a "Truman war." They cheered his speech, applauded a skit ridiculing Roosevelt and Truman (*above and below*) and put down more money than the party had ever got for a supper: 4,200 of them paid \$100 a plate. Quite apparently they were sure of Bob. But Saturday noon a Constellation from Europe put in at a base near New York and out of it stepped the one man who could seriously affect their calculations (*opposite page*). To most questions General Eisenhower would only say, "I have never had any political aspirations, period." But asked if he could be quoted as saying he would not be a candidate, Ike replied sternly, "Of course you can't say any such thing."



**TRUMAN AND VAUGHAN**, in skit, laugh off a question about Korean war, prepare to go fishing.





AT MITCHEL FIELD, THE GENERAL  
REACTS COYLY TO 'ARE YOU SURE  
YOU HAVEN'T CHANGED YOUR MIND?'



# THE MIDDLE EAST

## IT CAN BE SAVED IF WE CAN GET ITS PROBLEMS STRAIGHT

The most urgent matters for discussion between Messrs. Eden and Acheson in Paris this week have to do with the Middle East. The sparks are flying around the tinderbox: crisis in Egypt, crisis in Iran, oil disputes in Iraq and the Lebanon, riots in Morocco, and five major political assassinations this year. A fiery mullah of Egypt has composed a battle cry that expresses a Moslem state of mind from Casablanca to Abadan: "We will knock at the doors of Heaven with the heads of Englishmen. We must reject any treaty which would tie us to America, which created Israel; to France, which occupies North Africa; to Turkey, whose sinful past we have not forgotten; or to Britain, which has destroyed the foundations of our independence."

Ironically, this platform was framed just in time to greet the one and only bit of forehanded planning our State Department has ever managed in the Middle East. In concert with the British and French, we worked up a proposal for a Middle East Command which would ultimately link a dozen armies under Western leadership. Just as this plan was about to be offered to Egypt, the Egyptians tried to seize the Suez and the Sudan, and generally spit in the West's face. Thus the Middle East Command idea is at least temporarily frustrated; and to our diplomatic record one more black mark must be added: bad luck.

The U.S., willy-nilly, is now deeply involved in the Middle East and in its politics, which are the most complicated in the world. Mr. Eden, who took his first at Oxford in Persian and Arabic, understands them much better than most Americans, but since U.S. backing is essential to any successful British policy in the Middle East, the U.S. must know its own aims there, who its friends are and who they are not.

Our first task, of course, is to try to make the Middle East secure against military invasion by Russia. But at present the Russians are making as much hay from the internal disorders of the Middle East as they could make by military invasion. The causes of these disorders, though varying from country to country, reveal a common pattern of emotion. Most Moslem countries hate their present or former Western colonial masters, and they all detest and resent Israel, which recently beat them in a war. That war has yet to be liquidated. Until it is, there can be no internal order in the Middle East, and no chance for the West even to begin the long process of regaining the Middle East's respect.

The Palestine Conciliation Commission has made no real progress whatever in three years toward liquidating the existing state of war. The reason it has made no progress is that the most serious residue of that war has not been treated urgently and separately as the urgent and separate problem it is—namely the plight of the 880,000 Arab refugees (LIFE, Sept. 17). The Israelis seem willing to discuss compensating these Arabs for the loss of their homes. The problem is, however, to set up an international body where their individual claims can be registered, adjudicated

and paid. If this were done, and if the payments could be turned into a house and farm for each family elsewhere, most of the refugees would probably waive their claim to the right to return to Israel. A major resettlement operation is required. An appalling amount of time has been wasted on the non-resolution of this cancerous problem. The refugee camps are hotbeds not only of anti-Western emotions that will take years to subside, but of active Communist propaganda as well. And until it is solved, other Middle Eastern political quarrels cannot be resolved. They can only be quelled, as the British are now quelling one in Egypt.

The Middle East's political disorder is also fed by the depressing spectacle of its own poverty, which is probably worse than when the Ottoman Empire was in charge. Americans must eventually find some way of assuaging this poverty and reversing the economic decline. But we will first have to face an unpleasant fact: Middle Eastern parliaments and other outward forms of democracy, created on British models but without real political content, are obstacles, not aids, to any such reforming mission. The Iranian Majlis and the Egyptian Wafd party are largely controlled by corruptionists and undertaxed landlords who neglect their constituents in a way that would shock Bill Boyle. Their favorite maneuver in a stale and dangerous game is to foment anti-British crusades whenever the price of bread goes up. Nor are the illiterate masses, nor the underemployed intellectuals, much help either. If we wish to start real reform in the Middle East, while maintaining order, we will soon find that our best allies are kings and "strong men."

Except in the case of Ibn Saud, we have not been playing Middle Eastern politics this way. A State Department prejudice, understandably shared by many Americans, seems to prevent it. Yet the Shah of Iran and the King of Egypt, both firmly but helplessly pro-Western, are capable under certain circumstances of tossing out their parliamentary corruptionists, welcoming Western help and Western capital, and starting the improvement of their people's lot. Since even the rudiments of democracy cannot be sustained on the present economic base, some such tutelary period is inevitable. The case of Turkey, which has moved from Ataturk to strength and the beginnings of real democracy in one generation, proves that it can succeed.

Trusting kings is not the only distasteful dish the Middle East sets for us. We must also align our policies with those of the fading and hated colonial powers, Britain and France, especially when basic order is at stake. Alignment need not mean blind support; we are in a position to call the tune, and the tune should be far more active and progressive than hitherto. The Middle East is a fundamentally deteriorating situation in which our inaction has served no cause but Stalin's. This has been proved in the case of Iran, where we stood aside too long. The U.S. has a constructive role to play in the Middle East; it is time to start.



### THIS IS A TAX HEARING

When the city fathers of Monroe, Wash. held a public hearing on their 1952 budget, the above scene ensued. All citizens were invited to appear for or against any particular tax or expenditure, or just to ask questions. None showed up, so the budget was unanimously accepted. Last week citizens everywhere began paying an additional \$5.7 billion in Federal taxes. They had to because Congress had been unable or unwilling to make substantial cuts in Truman's \$70 billion budget. Congress' failure seems to reflect a grass-roots indifference toward government spending, however extravagant, in prosperous times.





## WHEREVER YOU LOOK THERE'S DANGER IN LAS VEGAS

Little Las Vegas, Nev., is a wide-open town that is quite accustomed to spinning as dizzily as a roulette wheel. But even for Las Vegas last week was a full week. The first shock came Tuesday night when the town's 13 bookies met and decided to quit business rather than pay a 10% federal tax. Only a few hours later, at 3 a.m. on Wednesday, Marion Davies flew into town with an old friend, "Uncle Horace" Brown, and married him (p. 14). Dozens of citizens, and some newsmen too, forgot all about the

bomb tests at nearby Frenchman Flat and swarmed to the ceremony instead. After the surrenders by the bookies and Miss Davies, residents of Las Vegas were hardly surprised on Thursday morning when a fleecy white atomic cloud drifted in toward the city, producing a picture (above) that illustrates two of the riskier aspects of life in the 20th Century. The cloud's performance, however, was not just for Las Vegas—it announced that U.S. GIs had been given an awesome preview of the war of the future (next page).





**WHAT 11TH AIRBORNE SAW** seven miles away is shown above. The rapidly rising cloud climbed several miles in half an hour. High winds later detached its peak and carried it dangerously close to a mountain range on which reporters stood. Though they drove frantically away, the newsmen were slightly contaminated.



## NEW WEAPON FOR THE GIs

**They start getting accustomed to atomic blasts**

Goggle-eyed GIs last week got their first glimpse of a weapon which someday may be used to support them, and perhaps against them—the tactical A-bomb (LIFE, Sept. 24). For weeks they had attended briefings at a camp near the AEC's Nevada Proving Grounds to learn how the bomb worked and the ways of withstanding it. From afar they had seen the flashes, felt the shocks and observed the clouds of other bombs the AEC was busily testing. As their day approached, they watched preparations at Frenchman Flat where their own bomb would go off. Animals were tethered at varying distances from ground zero, and film was placed in foxholes to measure the radiation which penetrated them. In Thursday morning's predawn blackness the GIs assembled. Shortly after dawn a red-tailed B-29 droned overhead. Loudspeakers rasped "Bomb away," and a dead and apprehensive silence blanketed the 5,000 spectators. Thirty seconds later and seven miles away the bomb went off (left). Within the hour the GIs were milling around the area to see what damage was done. The answer was plenty, but it was principally to exposed targets. One GI concluded, "The foxhole is still the foot soldier's best friend."



**CPL. ROBERT VINCENT** of 11th Airborne said the shock felt like "dry water ripples" and was surprised area could be entered right after the blast.

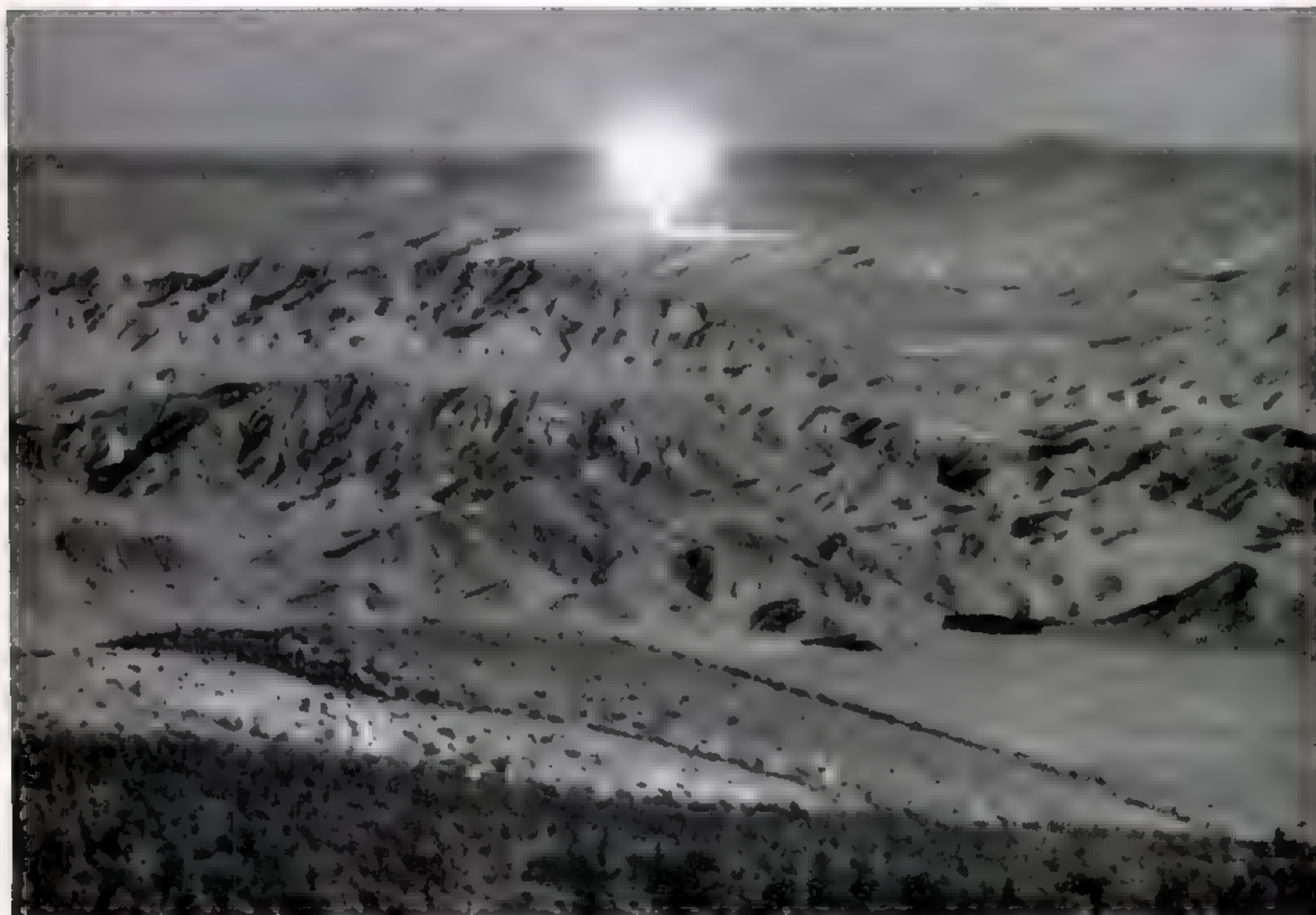


**SGT. WILLIAM ROBERTS** said, "I was scared right down to my toes." A Korea veteran, he did not believe bomb would be good in rough terrain.





MEMBERS OF 11TH AIRBORNE DIVISION STARE AS BOMB CLOUD SURGES UPWARD (LEFT) THEY WERE TOLD TO SIT SO BLAST WOULD NOT KNOCK THEM DOWN



**FROM 55 MILES AWAY** another of last week's atomic explosions looks like a gigantic, blindingly brilliant candle standing on distant Frenchman Flat. The photograph was made from an 8,000-foot mountain range a few seconds after the bomb was detonated. The stem of the "candle" is composed of vaporized,

incandescent dirt and rubble which is just beginning to be sucked up into the fireball. As rubble and fireball rise together they will form a mushroom cloud, like the one at left, containing hundreds of tons of debris. The explosion which GIs witnessed was potent enough to break seven windows in Las Vegas, 75 miles distant.





CAPITAL CROWD, MOSTLY WOMEN, CRANES AS ELIZABETH AND PHILIP DRIVE AWAY FROM CANADIAN EMBASSY AMID CRIES OF "THERE SHE IS, THE DARLING"

## A ROYAL VICTORY

Elizabeth and Philip capture capital in 45 hours

With the royal tour drawing to a close, Elizabeth and Philip flew down to Washington last week for a 45-hour visit in the U.S. Before a huge audience—more than half a million people saw her—the Princess gave her finest, most heart-warming performance. Everybody helped. President Truman called her "dear" and hoped she would have as nice a time in Washington as his daughter Margaret had had in London last summer. The 3,000 people at the airport applauded her, and the vast crowds that

### ELIZABETH'S WARDROBE WAS



**MINK COAT** was worn with a brown hat and brown oxfords when Elizabeth met the Dionne Quintuplets at North Bay, Ont., Canada. The shoes did not do justice to her slender legs and ankles but were

practical for all the walking she had to do. Experts decided her wardrobe would probably not start any new fashion, but everyone was pleased to find that the princess was right in step with current styles.



**CHERRY-RED WOOL COAT**, double-breasted and trimmed with black velvet, was Elizabeth's costume when she shook hands with President Truman at airport. Her velvet hat was saved for the U.S. trip.





A PAIR OF HANDSOME PROFILES AND WARM SMILES IS SEEN AS ELIZABETH TURNS TO SPEAK WITH PHILIP AT THE PRESS RECEPTION IN THE HOTEL STATLER

lined the avenues to Blair House cheered happily as she drove by. Philip, who wowed the Washington stenographers, also helped, putting everyone at ease. When a reporter asked him how he liked Washington, he grinned and said, "I haven't been able to see it, your American cars are so low." Mrs. Truman and Margaret treated the royal couple with informal friendliness both at intimate Blair House meals and at formal dinners.

But it was first and last Elizabeth's show. Looking her best in becoming

costumes (*below*) and relaxed in the knowledge that everyone was really happy to see her, she was charming from start to finish. Shaking hands with thousands, attending embassy receptions, visiting the Capitol, the White House and Mount Vernon, asking a Boy Scout to explain his merit badges—everything she did was in perfect taste. When she arrived, she said that "free men everywhere look toward the United States with affection. . . ." Washington found itself feeling the same way about Elizabeth.

## CONSERVATIVE AND STYLISH



**GREEN BROCADE** dress with checkerboard pattern was worn at press party. She changed from her airport costume in 35 minutes.



**STIFF SILK COAT** and matching silk dress was the outfit for a visit to Arlington. Matching coats and dresses are her favorite clothes.



**TAFFETA DRESS** in slate blue was worn to embassy reception. Royal hats must always expose the face, hence no brims or full veils.



**ORDER OF THE GARTER** (broad blue ribbon) was the most striking element in costume she wore to formal dinner. Turquoise and cream dress was made to go with Order, diamond tiara.





**ELIZABETH IS STIFF** at start of press party but she impresses Reporter Bette Evans. This was the first party the royal couple attended in Washington.



**ELIZABETH RELAXES** as press party progresses. Philip asked to see one reporter's scribbled notes, said they looked like rough medicine prescription.



**ELIZABETH IS CHEERED** by flag wavers as she arrives at embassy reception. Some women waited five hours in cold to see her both coming and going.



**TWO-HANDED SHAKE** is given Philip by tenacious well wisher at embassy reception. Line of 1,600 wound through corridors, kept moving smoothly.



**CHILLY KILTIE** is warmed by heater at tent set up on the embassy lawn. The wretched weather all through visit never once discouraged eager crowds.



**EMBASSY MESSENGER** for 63 years, Charles Brown, humbly shakes hands with Philip. Embassy chef's wife, gardener and wife were also introduced.



**AT SUPREME COURT**, Elizabeth and Philip inspect court chamber. Later they met Chief Justice Vinson and the associate justices in Vinson's office.



**ON CAPITOL STEPS**, Elizabeth accidentally displays hem of her slip. The irrepressible N.Y. *Daily News* commented, "Lady, your royal slip's showing."



**AT AIRPORT**, Elizabeth and Philip wave goodbye as they return to Canada for one more week. Bad weather ruined their hope of seeing New York by air.





**EMPTY BOTTLES** are stacked in the lawn tent after embassy reception.

## 'COME BACK AGAIN AND BRING YOUR CHILDREN'

Not since 1939 when Elizabeth's parents came for a visit, had the capital been given such a golden opportunity to entertain and look at royalty. But instead of getting tense about it, Washington relaxed and enjoyed itself. At the airport, President Truman threw away his prepared speech and spoke off-the-cuff. As the royal cars drove past, the George Washington football team stopped practice to shout, "Whatcha say, Phil?" When she visited Mount Vernon, Elizabeth put her wreath in the wrong place—her only mistake of the visit—but a guard quietly set it right after she had gone.

At the British Embassy reception it had been announced that there would be no curtsying for lack of space, but most foreign women and some Americans found room to bounce, bob, duck or bow instead of shaking hands (*above, right*). No one was surprised to find a number of congressmen and their wives on hand in spite of the adjournment two weeks ago. "The women," one congressman admitted, "have a lot of influence." After the reception Elizabeth suddenly stopped to thank the bandleader for his nice music, and in his delight he almost fell off the podium.

The last day of the visit was just more of the same. At the Library of Congress the Girl Scouts waiting to greet Elizabeth were so helplessly excited by the prospect that they were able to control themselves only by singing the Girl Scout hymn over and over. At the Capitol the plan was to keep Elizabeth and Philip away from the painting of Cornwallis' surrender to George Washington at Yorktown, but Philip asked to see all the paintings, and the surrender did not outrage the visitors after all. At the Cathedral Gardens the Glastonbury Thorn, which traditionally blooms for Christmas and for visits of royalty, did its enthusiastic best, putting forth four flowers.

In spite of the excitements, the mix-ups and the last-minute changes, there were no disappointments. After the royal couple and the Trumans exchanged gifts on the last day (*right*), the President spoke a homey goodbye for the capital. Elizabeth and Philip, he said, were a "wonderful couple" and he told them to "come back again and bring your lovely children."



**FORMAL CURTSEY** is one of a wide variety of greetings at the British Embassy reception. Elizabeth and Philip shook hands for an hour, took five

minutes off for a cup of tea, then went back to the receiving line. After half an hour Philip began flexing his weary fingers, but the princess seemed tireless.



**PARTING GIFTS** are exchanged at broadcast ceremony in White House rose garden. President shifts Mrs. Truman into position, then thanks royal couple

for candelabra and mantelpiece decoration of mirror topped by huge painting of flowers. Truman gave them photograph of Elizabeth and one of himself.





**PROUD PAPA** swats tattooed swallow on the chest of his son Russell, 17, while his other

sons, Kendall, 19, and Gates, 20, best man at the wedding, look on beside swimming pool.



**CAPTAIN BROWN WITH HIS BRIDE, BACK HOME IN BEVERLY HILLS**



**PROUD COUPLE** cut cake as they begin their honeymoon at Racquet Club in Palm

Springs. Looking on are Charles Farrell, his wife Virginia and Pat Lake, Marion's niece.



**PROUD BRIDE** looks over the newspaper headlines with hubby the morning after the

ceremony. "Look at this," she said to Horace. "I didn't know I was that important."

## MARION GETS MARRIED

**Miss Davies elopes with a family friend to Nevada and becomes plain Mrs. Brown**

Marion Davies was at her dressing table one night last week, recovering from laryngitis, lonely in the big house where she had stood watch during the last days of William Randolph Hearst (LIFE, Aug. 27). She had just settled her controversy with the Hearst sons over the control of his vast empire. Under a compromise she gave up her trustee-voting rights in the corporation but will continue to be "official consultant and adviser," and her doings will be once more regularly recounted in the news columns of the Hearst papers, where she had hardly been mentioned since Mr. Hearst's death.

That took Marion out of the practical publishing business. Her male secretary stood beside the dressing table, urging her to get well before she made up her mind about any future plans. But she had another idea: "Maybe I ought to get married. Wouldn't that be something?"

No sooner said than done. In the very next room at that moment was an old friend, Horace Gates Brown Jr., 46, an ex-movie stunt man, sea captain and ex-husband of the ex-Mrs. Lawrence Tibbett. In 1949 Marion had sent him to convey her personal greetings to General MacArthur in Tokyo. Last spring Brown was in the States and Hearst asked him to take Marion to a party at Sonja Henie's. "I would never have thought of marrying Marion then," he says. "I thought too much of the old man to have such thoughts. I just took Marion out now and then and when people would wonder who I was she would say, 'Oh, he's my Uncle Horace.'" Uncle Horace first came to the attention of the press when he sat beside Marion as she was being photographed following settlement of the Hearst family quarrel. "Twinkletoes," he said, "you look pretty as a picture."

Marion's doctor also thought she ought to get better before she got married, but Uncle Horace said, "If we don't do it now we'll never do it." And Marion said, "Horace has three boys to be taken care of." So the matter was settled.

An hour later they were on their way to Las Vegas. At 3 a.m. they woke up a justice of the peace. Marion had the ceremony memorized—so well that she made a mistake, promising to "obey" where Nevada law expects the wife only to "cherish."

Then there was vodka and champagne, and a great buzzing and clicking from an army of reporters and photographers who had come to Nevada to cover the atom bomb explosion (pp. 38, 39). "Boy, did she knock that atom bomb for a loop," said Horace proudly.

By midmorning the honeymooners were in Palm Springs. Said Marion, summing up the whole matter, "It was an impulsive thing but it will be all right. He's a nice guy. W.R. liked him very much." Said Horace, "Mr. Hearst left a lot of precious jewels behind, but he left his most precious jewel to me."



# "Hey, Folks! HOW ABOUT ME!"

*I'm old enough now to get my share of those good Campbell's Soups"*

Look at that smile! When you see Doctor tomorrow, if he says you're ready to leave strained food for "growing-up" food, you're all set for "the treat of your young life"!

Mother and Doctor know Campbell's Soups are not only delicious but *nourishing*... bringing you the wholesome goodness of meats, chicken and vegetables.

And they know, too, that Campbell's Soups are among the most easily *digestible* of all "growing-up" foods.

So, here's good eating to you, Baby! You're going to have a lot of fun with that spoon... and you're heading down the right road to getting big and strong and husky and full of health!

CAMPBELL'S SOUPS ARE EATEN BY  
4 OUT OF 10 YOUNGSTERS BEFORE  
THEIR FIRST BIRTHDAY... BY 7 OUT  
OF 10 TWO-YEAR-OLDS



## START BABY WITH THESE:

Tomato	Chicken Noodle
Vegetable	Cream of Celery
Vegetable Beef	Beef Noodle
Vegetarian Vegetable	Scotch Broth
Chicken with Rice	Green Pea
Cream of Asparagus	

These soups are made from carefully selected vegetables, fine meat stocks, tender meats and chicken... lightly seasoned. Adding an equal quantity of milk is the ideal way to serve them for Baby.

**Campbell's SOUPS**





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**"WHAT THE AMERICAN WAY OF LIFE"**

**FIRST PRIZE ... \$10,000 IN CASH TO WINNER**  
AND \$10,000 ADDITIONAL TO THE CHURCH OR RECOGNIZED CHARITY NAMED BY WINNER.

**NEXT 10 PRIZES . . . \$1,000 cash to each of the 10 winners and \$1,000 additional to the church or recognized charity named by each winner.**

**NEXT 990 PRIZES are Crosley Gift Certificates with these retail values:**

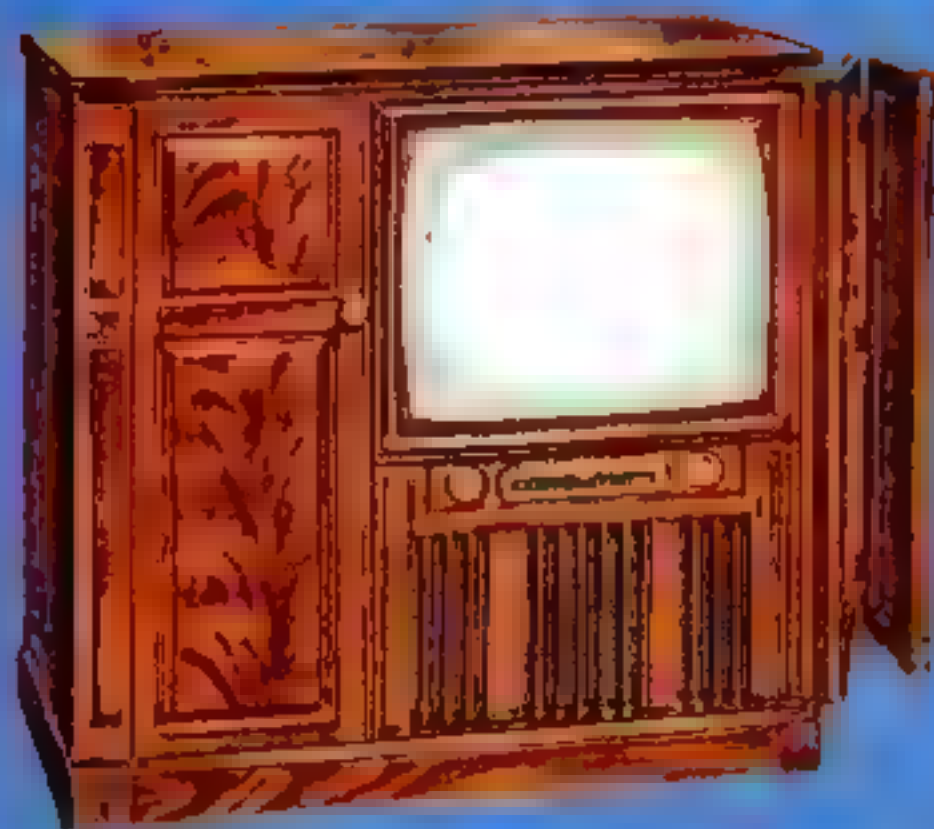
15 Prizes . . . . . each \$500  
50 Prizes . . . . . each \$300  
100 Prizes . . . . . each \$200  
100 Prizes . . . . . each \$150  
100 Prizes . . . . . each \$100  
250 Prizes . . . . . each \$ 50  
375 Prizes . . . . . each \$ 25

**IN ADDITION** to all the Crosley National Contest prizes, 1,001 of them—many thousands of other Gift Certificates to contest

winners and cash prizes to churches and charities will be awarded by more than 5,000 public-spirited Crosley Dealers in their own *Local* Contests. The awards in each Local Contest—by *every participating* Crosley Dealer—will be:

**A \$300 Crosley Gift Certificate to the winner plus \$100 cash to the church or charity named by winner.**

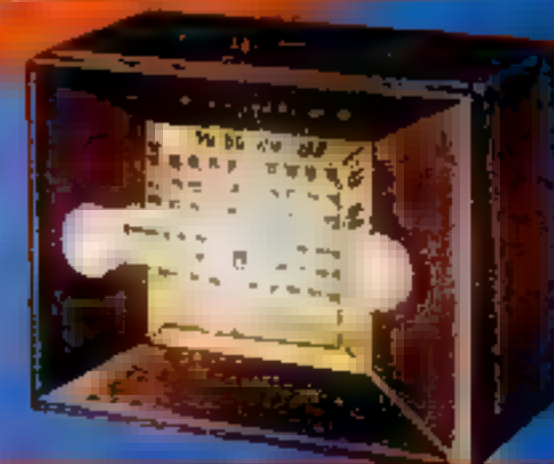
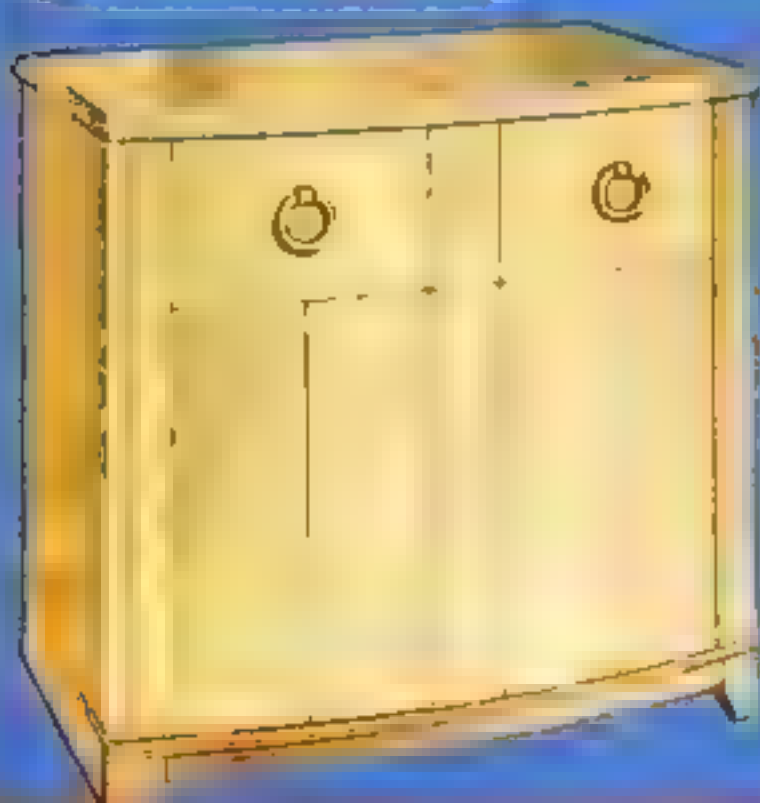
Ask any Crosley Dealer for a free entry blank to the *National* Contest. If he is conducting



**Crosley Duo-Frequency TV** has the clearest, steadiest pictures, plus the enduring beauty of authentically styled cabinets. *Above:* Model DU-20 PDM, All-Entertainment Console with 20-inch picture tube TV, is styled in the Georgian period. Mahogany veneer. *Left:* DL-17 PHN, is an All-Entertainment Console with 17-inch picture tube TV, French Provincial in maple veneer.



**Crosley '52 Television Models** are quickly adaptable at low cost to UHF channels, are equipped with color connections for authorized FCC color. *Right:* Model DU-17 TOM in mahogany veneer, like all Custom Models, has Ultra-Proved Chassis for top performance—actual .001 increase in reserve sensitivity! *Below:* Model 11-474 in blond wood, has 17-inch picture tube TV, radio, 3-speed record player.



**There's a Crosley Radio** for every room and occasion . . . table models, portables and consoles . . . a fabulous collection of jewel-toned and jewel-like models in colors to match every color scheme in your house! Crosley has been building fine radios for over a quarter of a century. And again, as in past emergencies, is building highly complicated electronic equipment for the armed forces. This "know-how" is your assurance of wonderful performance!

**SEE ALL THESE WONDERFUL NEW 1952 CROSLEY PRODUCTS YOU CAN WIN!**

**WIN \$10,000 FOR YOUR CHURCH OR FAVORITE CHARITY!**



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**MORE THAN \$500,000 CASH DONATED BY CROSLEY AND CROSLEY DEALERS TO CHURCHES AND CHARITIES NAMED BY WINNERS. YOU'LL WANT TO EXPRESS YOURSELF ON . . .**

### MEANS TO ME!

his own *Local* Contest in addition, ask him for a free entry blank and enter his contest, too!

#### HERE'S ALL YOU DO!

**1.** Answer any *one* of the seven easy true or false quizzes on Crosley products.

**Example:** Among all refrigerators, only Crosley gives you the Shelvador®, True ( ) False ( ).

**2.** In 50 words or less tell "What the American Way of Life Means to Me."

**Example:** "To me the American way of life means *freedom* most of all. I'm free to worship and speak as I believe, free to work at whatever I enjoy, free to elect the members of my Government, and free to profit from my own ideas and efforts."

\* The term "church or recognized charity," as used herein, means a church or charity which is exempt from taxation under Section 141 (b) of the Internal Revenue Code.

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Shelvador® Refrigerators • Shelvador® Freezers • Electric Ranges • Steel Kitchen Cabinets • Sinks • Food Waste Disposers • Electric Water Heaters • Radios • Television

#### Outline of Crosley National Contest Requirements

**1.** Answer any one but only one of the seven true or false quizzes on the official entry blank. Then write 50 words or less on "What the American Way of Life Means to Me," using the space provided on the entry blank.

**2.** Entries will first be judged on the basis of the number of correct answers to the true or false quiz. In the event of a tie in the number of correct answers with respect to the quiz, entries of the contestants who have tied will be judged, and prizes will be awarded on the basis of *creativity, sincerity, and aptness of thought* of "The American Way of Life" statement. Decision of the judges will be final. In the event of a tie on the basis of the quiz, judging duplicate prizes will be awarded. No entries will be returned. Entries, contents and ideas therein become the property of the Crosley Division, Alcoa Manufacturing Corporation.

**3.** Any resident of the Continental United States may compete except employees of the Crosley Division, Alcoa Manufacturing Corporation, retail dealers of Crosley Radio and Television Receivers and Appliances, wholesale distributors of such Crosley products, their advertising agencies, and their employees and families. Contest is subject to all federal, state and local regulations.

*For complete rules on both the National and Local Contests, see official entry blank. Get them at no cost or obligation from your nearest Crosley Dealer. National and Local Certificates are redeemable for Crosley products by any Crosley Dealer. Local Dealer Certificates are redeemable for Crosley products by the issuing dealer only.*



**Two-door design** identifies Shelvador Refrigerator T-CAD-12 "Care-free" Automatic Defrosting... shelves recessed in the door double the "front-row" space!



**Storage Shelves on the lid** almost double "top-level" space in Freezer CDF-8. Other features: faster freezing at 20° below zero, "SOFT-GLO" Interior Styling.



**Crosley Custom and De Luxe Water Heaters** keep you happily in hot water! Install anywhere, are clean, thrifty, dependable, safe. Round and Table-Top Models.



**Five-Way Automatic Cooking** featured in Crosley Range RD-CO . . . in both ovens, deep well, deep-well unit at surface level, or with appliance outlet!



**Crosley All-Steel Sinks** with supplementary cabinets come in several styles and sizes. Beautifully, ruggedly built. *Electric Food Waste Disposer* means less work, a cleaner kitchen.

**CROSLEY**  
"American Way"  
**CONTESTS**  
END DECEMBER 1964

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We husk it, and cut the whole golden kernels from the ears double-quick!



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Eatin'est corn you ever ate — or your money back!



*Better Buy*  
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It isn't just luck that Birds Eye vegetables outsell the next most popular brand **3 to 1**. You know the reason — they taste better!



WHICH ORANGE JUICE TASTES BETTER THAN JUST-SQUEEZED?

**BIRDS EYE** — GUARANTEED THE BEST OR MONEY BACK!



*Get* **BIRDS EYE ORANGE JUICE, too!**





AT DESK UNDER PAINTING OF GEORGE III, IN WHOSE REIGN BRITAIN LOST AMERICAN COLONIES, EDEN DISCUSSES HIS PROBLEMS WITH "LIFE'S" GENE FARMER

## A PROFESSIONAL GOES TO WORK

As Churchill's deputy and heir, Anthony Eden sets out to salvage what's left of British power

by GENE FARMER

LONDON

For the third time in 16 years Anthony Eden (*see cover*), the "young Conservative" who is now a gray but still handsome 54, has moved into the red and gilt office opposite No. 10 Downing Street that is reserved for His Majesty's Principal Secretary of State for Foreign Affairs. On his last departure, in 1945, Britain was the triumphant conqueror, with the U.S. and Russia, of the Axis powers. Now, after six years of socialism, Eden came to the aid of a country whose prestige had steadily been dribbling away since the war's end. Burma and India had been surrendered; the Southwest Pacific Dominions were looking toward the U.S. for protection; the British had suffered

a defeat in Palestine, were under attack in Malaya, and their position at Suez had been seriously challenged by Egypt. To the millions of Britons who voted the Tories back into office last month, it seemed a happy omen that the new foreign secretary—confronted by an immediate and grave crisis in Iran—happened to speak Persian. A professional had returned to work.

No one was foolish or overoptimistic enough to believe that Eden alone could repair these rents and tatters in the once-shimmering robe of British prestige. But, talking informally with the new secretary during his first hectic week in office, I got the firm impression that



# Mother's helper



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**These Important Vitamin Values**  
A full day's needs of Sunshine Vitamin D in every one-ounce bowlful—AND—more Vitamin B<sub>1</sub> than any other

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Kellogg's "Protec" process brings you crisp freshness never before possible in wheat flakes. You've never tasted such fresh-flavored wheat flakes—and no other keeps so crisp! Treat your family to Kellogg's PEP!



WE'VE TRIED 'EM ALL!  
NO OTHER FLAKES  
TASTE SO CRISP 'N  
FRESH!



*Freshness Insured by Kellogg's exclusive "PROTEC" process!*



**IN HIS OFFICE** Eden speaks out forthrightly as he discusses immediate foreign problems with a succession of ambassadors, assistants and journalists.

### ANTHONY EDEN CONTINUED

the days of inaction and wishful "muddle through" were over. His first day he saw four ambassadors. He recalled the British ambassador to Iran to review the critical oil dispute. He exchanged messages with U.S. Secretary of State Dean Acheson, and he prepared to go to the meeting of the U.N. General Assembly in Paris for further discussions with U.S. and other leaders.

This awareness and sure-handedness was in marked contrast to Eden's most recent predecessors in the job of foreign secretary. Conservatives, Churchill among them, admired the late Ernest Bevin, but Bevin's successor, Herbert Morrison, enjoyed little confidence at home. And even Bevin did not escape criticism. As one influential Tory put it, "Bevin was good on the big things, but he wasn't always quick to fit things like Palestine and Egypt into the picture. As for Morrison, he hadn't a clue."

Anthony Eden knows that the Tories' first task in the field of foreign policy is to restore cohesion to Anglo-U.S. relations. If that can be accomplished, then there may be a chance to accomplish other things. The primary purpose of Eden's trip to Paris last Sunday was to establish a *personal* relationship with Dean Acheson. No such relationship existed between the Labor government and U.S. leaders, and in the twilight of Labor's regime there was some disposition to blame the Americans for everything: "The Americans treated us like Persians."

The Tories see it a bit differently. They, too, blame Americans for shortsightedness, but they blame Labor foreign policy makers more. In Tory opinion it is at least sound speculation to assume that had there been Anglo-American cooperation before the crisis instead of a half-hearted attempt afterwards, the whole Iranian tragedy might have been averted. Unfortunately the clock cannot be turned back on six wasted months. These lost opportunities in Iran, and in Egypt too, comprise Anthony Eden's Whitehall legacy.

This being the case, it was natural that one of Eden's first actions should be to call home the ambassador in Iran. But it was even more significant that Eden should have been eager to see President Truman's former special envoy to Iran, Averell Harriman, when he came through London last week en route to Paris. As far as orthodox negotiations are concerned in Iran, the British burned their bridges when they meekly evacuated the great oil refinery at Abadan. Now they have to build a new bridge—or rather, the Tories hope to persuade the U.S. to build one for them.

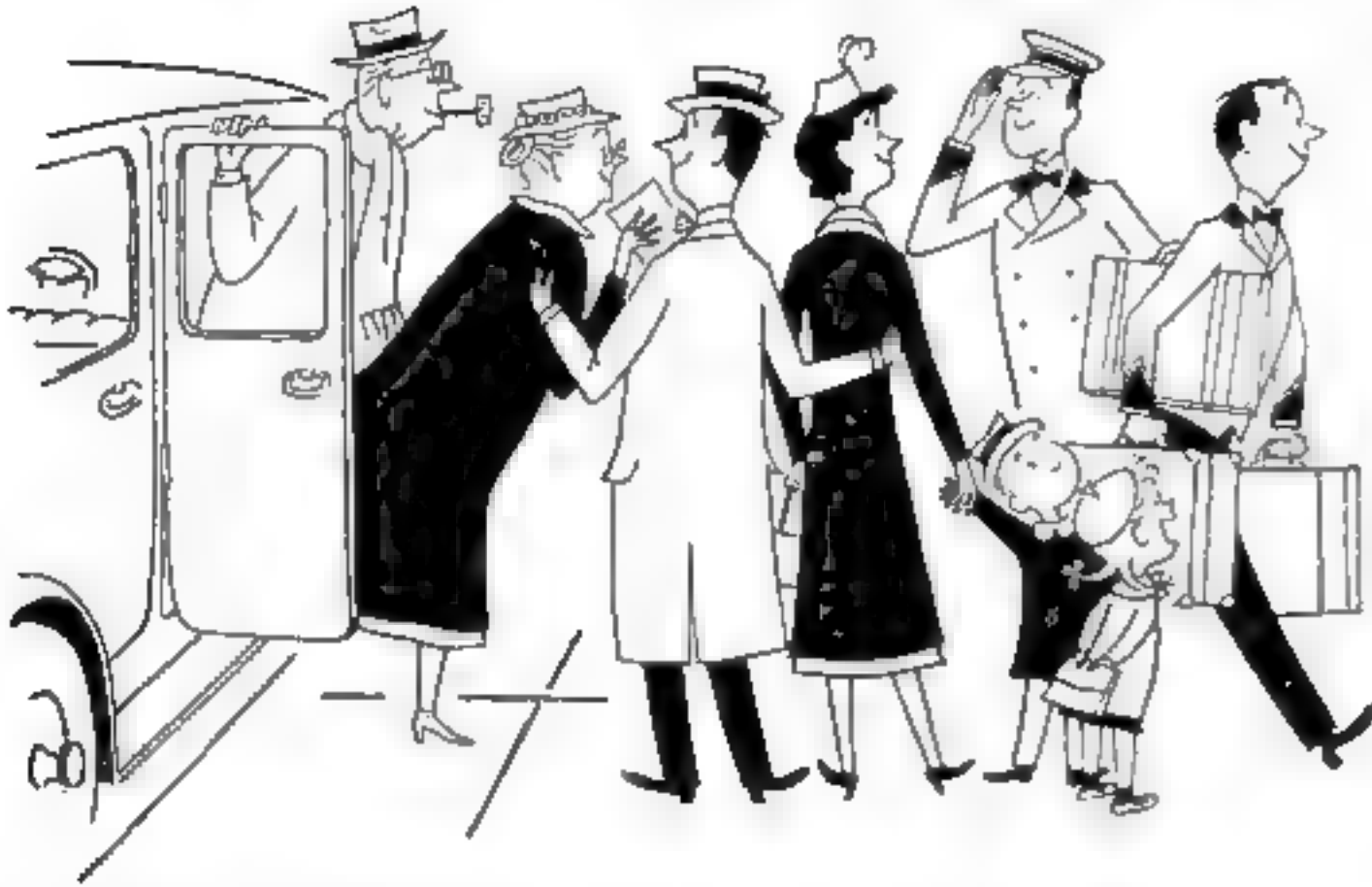
The plan of action that emerges from this first step is simple enough: if contacts with America can be improved, then perhaps Iranian contacts can be re-established; if contact with Iran is regained, perhaps oil can be secured for the West and the Russians kept out of the Iranian fields; and, if these two things are accomplished, perhaps British prestige will rise a couple of notches and the Egyptians will be willing to talk sense.

In the meantime the British will hang on in Egypt—period. While the Labor government proposed to hang on too, there was

CONTINUED ON PAGE 3



## HOTEL STATLER



1. We used to sleigh to Grandpa's farm to spend a grand Thanksgiving With Dad and Mom and all the kids—we really called it living! And so this year in gratitude our Grandfolks got a rest . . . We took them to the Statler where you really *are* a guest!



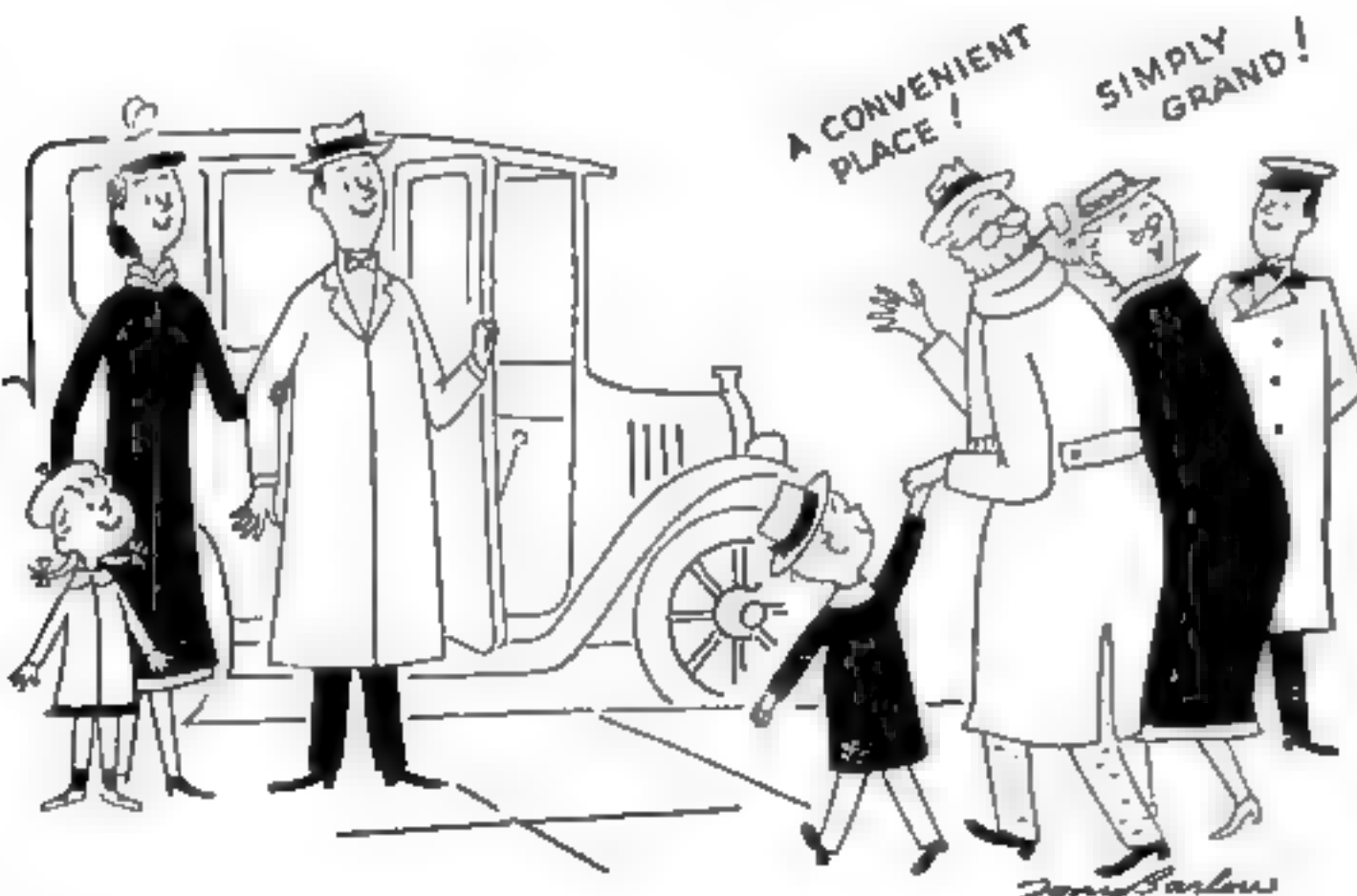
2. The Statler keeps Thanksgiving in a good old family style— With turkey whole or by the plate, and goodies by the pile! And talk of cooking dinners, man, the Statler chef's an ace! He sets the finest table found this side of Grandpa's place!



3. When Grandma saw her Statler bath she beamed and said, "My land! There's loads of water pipin' hot—I'll bet it feels just grand! The towels are so snowy white; the soap's stacked up in heaps . . . Wish I could take a room like this back to the farm for keeps!"



4. And Grandpa said, "The Statler boys have done a dandy chore! They've made us up a comfy bed—eight hundred springs and more! There's no room in the city where I'd rather hit the hay . . . A quiet sleepin' room by night . . . a *heir*' room by day!"



5. Now, thanks to Hotel Statler, both our Grandfolks will remember That festive friendly week end—the last one in November. They saw the sights that good folks like—so very close at hand; Said Grandpa, "A convenient place" . . . said Grandma, "Simply grand!"



STATLER HOTELS: NEW YORK • BOSTON • BUFFALO • DETROIT  
CLEVELAND • ST. LOUIS • WASHINGTON  
STATLER OPERATED: HOTEL WILLIAM PENN • PITTSBURGH

★  
ANOTHER GREAT NEW STATLER • LOS ANGELES  
(NOW UNDER CONSTRUCTION • READY FOR OCCUPANCY 1952)





*My hairdo's divine  
All the boys say, "Be mine"  
I splurged for I knew they'd adore it*

*But on undies I save  
About Spun-lo I rave  
And I pay just a few pennies for it!*



Undies of Spun-lo

- ★ wash like a stocking
- ★ have special sit-down comfort
- ★ fit sleek as a second skin
- ★ cost less than a good lipstick
- ★ come in styles galore

**INDUSTRIAL RAYON CORPORATION**  
Cleveland, Ohio  
Producers of continuous process  
rayon yarns and ©Tyron cord for tires



**RENEWING OLD TIES** with U.S., main Tory objective, Eden welcomes Averell Harriman (right) and Ambassador Walter Gifford to official luncheon.

#### ANTHONY EDEN CONTINUED

always suspicion, because of what happened in Iran. With the Tories in power there is no doubt. It is inconceivable that the British would turn tail in Egypt unless they are chased out and the Egyptians are in no military position to do that. In the backs of their minds some Tories are turning over the idea of a dramatic move to solve the Middle Eastern crisis by calling some kind of

conference between Arabs and Jews. Again this would be predicated on U.S. cooperation. The Tories, Eden included, can see no stability in the Middle East until the Arab-Jewish problem is solved, particularly as it affects the plight of the pitiable Arab refugees. The mechanics of such a conference are more difficult now than they would have been before the assassination of King Abdullah, who was a friend of the British and who was not averse to overall settlement. But this approach would at least supply an imaginative contrast to the sterile mustiness of a policy which in recent years has earned the British the enmity of the Jews and simultaneously dissipated the long-standing friendship with the Arabs.

Even more dramatic is another idea which is being debated privately. Is it possible, some Tories are wondering, to fight the political cold war the same way the U.S. and Britain fought the strategic hot war? Would it be possible to devise an arrangement analogous to the old Combined Chiefs of Staff?

There are two ways to implement this idea. One—the simplest and for the time being the only one—involves nothing more complicated than closer personal relations between Churchill and Truman and between Eden and Acheson. In Conservative eyes the failure of Clement Attlee to check signals with Truman more than once in six

years was an overwhelming blunder. That Churchill will check signals more often, starting soon, is taken for granted.

The second method would involve constitution of an actual political board to make decisions. The obvious practical difficulty involved is the problem of membership. Would it include the French? The Australians? The Canadians? The West Germans? Such a board could easily degenerate into a useless debating society. But the fact that such an idea is being discussed is significant.

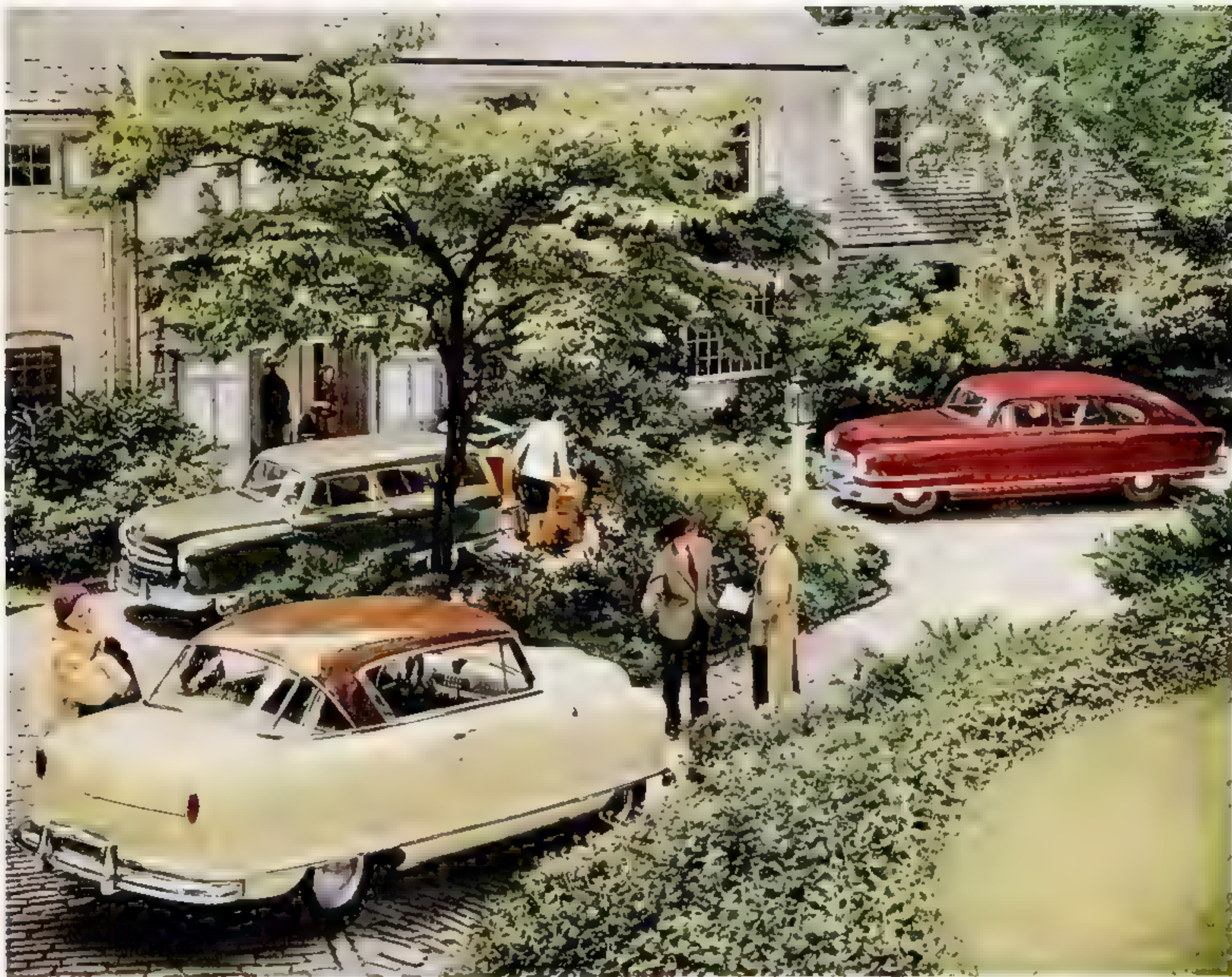


**EDEN'S AIDE** is Minister of State Selwyn Lloyd, now managing British U.N. team.

CONTINUED ON PAGE 57



# These New Nash Ideas Give You A Better Kind of Motoring



Photography by Paul Radkal

**P**EOPLE have found in Nash completely new ideas of design and construction, new developments in performance, new comfort features that mean a higher standard of motoring at far lower cost—lower first cost—lower operating cost.

In just a few months, the Nash Rambler Country Club Sedan, America's newest "Hardtop", has scored a smashing success.

Or take the great Nash Ambassador. It's priced a good thousand dollars under the other fine cars. Yet with Dual Jetfire Engine it set the new 1951 stock-car record—102.465 m. p. h. proving itself America's finest performer.

See the distinguished Ambassador, the famous Statesman, the dashing new Ramblers—all built the new, better way with Air-flyte Construction. Drive one at your Nash dealer's.



**Most comfortable car ever built!** Only Nash offers you Airliner Reclining Seat, Weather Eye Conditioned Air System and Twin Beds, plus Hydra-Matic or Overdrive.



**31.05 miles to the gallon** is the all-time Mubalgas Economy Run record set by the Rambler Convertible, with overdrive. See the All-Purpose Station Wagon and Suburban.



The Statesman



The Ambassador



The Rambler

**Nash Airflyte**  
Great Cars Since 1902

3 Great Series Priced for Everyone to Own

**TV FUN!** See the Paul Whiteman TV Teen Club—see your newspaper for time and station.



# A magnificent mince

Ready for the oven in Minutes!







## BORDEN'S NONE SUCH MINCE MEAT

21 QUALITY INGREDIENTS  
IN EACH PACKAGE

### Magnificent Mince Pie

1 9-oz. Condensed package None Such  
1½ cups water  
1 to 3 tablespoons sugar

**First . . .** Empty a 9-oz. package of None Such Mince Meat into a sauce pan, and break the firm, spicy block into pieces with a fork. Notice how plump the fruit sections are . . . how fragrant and appetizing they smell! Next add water and sugar, and stir over heat until the lumps are thoroughly broken up. Boil briskly for just one minute, then set aside to cool.

**Second . . .** Line an 8-in. pie pan with half the pastry (try Crustquick) rolled 1-in. larger than inverted pie pan. Roll other half

same size, cut slits. Add rich None Such Mince Meat to lined pan. Moisten edge, adjust top crust, seal. Tuck top under bottom pastry and flute. *Bake 30-40 minutes in hot oven (425°).*

**Third . . .** When the crust is golden brown, take out of the oven. Cool it thoroughly, and cut it in deep, delicious wedges. The fragrance you noticed before was only a preview—wait till you *taste* that flavor! None Such gives you 21 quality ingredients . . . makes mince pie so luscious . . . so beautifully seasoned, so filled to the brim with ripe raisins, crunchy apple dices, sweet currants, beef, cider and selected spices!



Borden's None Such Mince Meat comes in 2 forms:

1. Condensed in 9-oz. packages. 2. Ready-to-Use in 28-oz. jars.  
*Recipe on every package and jar.*

U. S. PAT. OFF.

© THE BORDEN CO.



## BETTY CROCKER CRUSTQUICK PIE CRUST MIX

MIX AND ROLL

Beautiful pie crust 4 minutes easy with Crustquick!



Empty the Crustquick package into mixing bowl. See the lumps of shortening waiting to flake your pie crust into tender, delicate layers!

Add ¼ cup cold water. There's no guess-work here. Simply stir with a fork (don't worry about over-mixing).

Roll out your pastry easier and faster than ever! Crustquick handles far more easily than the pie dough you fix with separate makings. *Don't baby it. Relax!*



You do all this in 4 minutes! You don't sift, you don't cut-in, you measure only water. And see how clean your kitchen stays.

Follow the directions on the package and make a perfect pie crust. *Perfect!* This is Betty Crocker's own pastry recipe, just as if you followed it from a recipe card. But now it's put together and packaged, to save you time and work.

Come on! Get your own package now. Make your own beautiful pie crust . . . 4 minutes easy!



It's the Betty Crocker  
pie crust mix!







Invite your best friends  
for this **Lamb Stew**

#### EASY RECIPE

What an easy way to make a feast for four—the two of you and your very special, extra-best friends! ... While it's cooking this Hunt recipe has a real "I'm hungry" aroma. And when your guests taste it—you'll be mighty glad you made it! Of course! The recipe calls for spicy Hunt's Tomato Sauce! Here's what you need.

2 lbs. lamb shanks cut in small pieces  
Wipe meat with damp cloth. Then mix together.  
2 tbsp. flour    1 tsp. salt    1 x tsp. pepper  
1 x tsp. chili powder, if desired

Roll meat in mixture, brown in fat. Drain excess fat. Add.  
2 cans    1 x tsp. salt    2 cups water  
1 bay leaf    1/2 tsp. salt

Simmer for 1 1/4 hours, or until tender. Then add.  
4 carrots cut in pieces    8 small onions  
1/2 lb. string beans cut in pieces

Continue simmering for 35 minutes, or until vegetables are tender. Now pour stew into greased casserole. Place mashed potatoes around outside rim. Bake in medium oven (375°) about 15 minutes until potatoes get nice and brown.

Four people will each have a generous portion—and eat every delicious bit of it!

Hunt's Tomato Sauce gives recipes like this a never-to-be-forgotten flavor. For Hunt's is all rich tomato, kettle-simmered with fine spices and seasonings. No starchy fillers! America's largest-selling brand of tomato sauce!

Keep a few cans on hand to give a lift to your soups, casseroles, gravies, fish, and leftovers. Costs only a few cents!

Here's the reason it's so pleasin'



Guaranteed by  
Good Housekeeping

The  
Kettle-simmered  
cooking sauce



For breakfast or dessert—  
HUNT'S  
HEAVENLY PEACHES

**Hunt-for the best**



## ANTHONY EDEN CONTINUED

Granted that the principal Tory aim is to achieve something approximating full unification of U.S. and British foreign policies, there are some things that at this stage are hard to undo. Americans who assume that the Conservative victory means quick withdrawal of British recognition of Communist China are indulging in fantasy.

Nor can the Tories be expected to reverse overnight Labor's yawning attitude toward the Schuman Plan for pooling Europe's coal and steel resources. Full participation in the plan as now outlined connotes a surrender of industrial identity which would be repugnant to most Britons, who have their full share of emotional suspicion of anything foreign. If they shy from French cooking ("If it's so good why do they cover it up with all that sauce?") how can they be expected to swallow a French industrial plan? What will probably happen is this: Conservatives will try harder than Laborites to play the role of sympathetic observers, and eventually Britain will wind up as a silent partner.

The Conservatives will want to be listened to in the councils of Europe, but they will also want to be listened to in Washington. Unification of foreign policy is not a one-way street. There is no disposition to go slack on British Korean obligation, but with Conservatives in power the U.S. may hear a bit more about Malaya. The Tories will emphasize the obvious fact that if Malayan tin and rubber fell into the hands of the Communists, the whole strategic picture in the Far East would change overnight. And they will remind us that the Malayan war is older than the one in Korea.

In their eagerness to re-establish comradeship with the U.S. the Tories will nevertheless remember that although they need the Americans, the U.S. also needs Britain. Because they feel that they, more than Americans, shared a common experience with the Russians in the early '40s, the British, Tories included, are inclined more than the Americans to see the germ of sincerity in Russian fears on German rearmament. Despite Washington apprehension, this does not presage that, in the near future, Churchill will make a direct approach to Stalin on his own. High level Tories with whom I have talked agree it is inconceivable Churchill would take off on such a tangent without prior consultation with the U.S. But since Churchill is fond of doing business that way, the U.S. may well be sounded out on the subject.

Like Churchill, Anthony Eden believes in negotiating from strength. But Eden knows that he labors in behalf of an empire of diminishing resources, an empire grievously wounded by two world wars and appalled by the threat of a third. Domestic inflation, an unfavorable trade balance and the shrinking value of the pound sterling, are not Eden's problems to deal with—now. But they are as important to British foreign policy as Iran's Dr. Mossadegh. They could hardly be resolved overnight even if Mossadegh stopped fainting.

It has been said that in war the British lose every battle but the last one. Britain's plight today is another kind of war. The last battle is yet to be fought. Churchill, still full of fight at 77, is the man who is beginning it. But in the years ahead Anthony Eden, whom the prime minister has called "my trusted friend and deputy," may be asked to move across Downing Street to No. 10 to finish it.



"MY TRUSTED DEPUTY" rides with Winston Churchill to No. 10 Downing Street. He probably will become prime minister when Churchill leaves office.

## ADVERTISEMENT



Clowns **BOBO** and **PEE WEE** in gay, brilliant colors were first to capture the fancy of the nation's youngsters. Rebound rolo-base-action provides plenty of "rocko-socko" fun and exercise! Available at stores everywhere. **BOBO** at \$5.00 and **PEE WEE** at \$3.50. Equally colorful playmates pictured below are now hot on their heels in popularity.

## INFLATED PLASTIC TOYS NEW RAGE

Nation's Small Fry Go For Doughboy's Life-Size Playmates In Big Way



The child's smile tells the story. Doughboy's jolly **ST. NICK** is the man of her dreams! \$3.00 size shown. Also 28" rebound rolo-base-action model, \$2.00



Roy Rogers, King of the Cowboys, helps his own youngster saddle up on **TRIGGER**, the Doughboy Playmate modeled after the western screen star's famous movie horse. Sells for \$3.

(All prices slightly higher west of the Rockies)

Doughboy's clean, colorful Vinylite playhouses set up in seconds, stores in space only about the size of a necktie box (1" x 4" x 16"). The large **RANCH HOUSE** fits over two ordinary bridgetables. Sells for \$6.00. Single table size **RANCH HOUSE** (not shown) sells for \$4.00. A de luxe **PLAYHOUSE**, 5½ ft. x 8 ft. x 4 ft., suspends between clothes poles or trees approx. 6 ft. from ground. Sells for \$20.00.



Advertisement



THE INTERNATIONAL WHISKY

# Sir John Schenley

World's Choicest Blend



Enjoy  
the finest  
tasting  
whisky  
in the  
world

Few, if any, of the world's great whiskies can equal the quality of Sir John Schenley . . . none can match its delightful taste! Here indeed is the finest-tasting whisky in the world—rare and full-bodied. You will enjoy in Sir John Schenley the lightest whisky you've ever tasted. Ask for it at finer stores, clubs and bars.

BLENDING WHISKY 86 B PROOF, THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 8 YEARS OR MORE OLD. 35% STRAIGHT WHISKY, 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DIST., INC., N. Y. C.

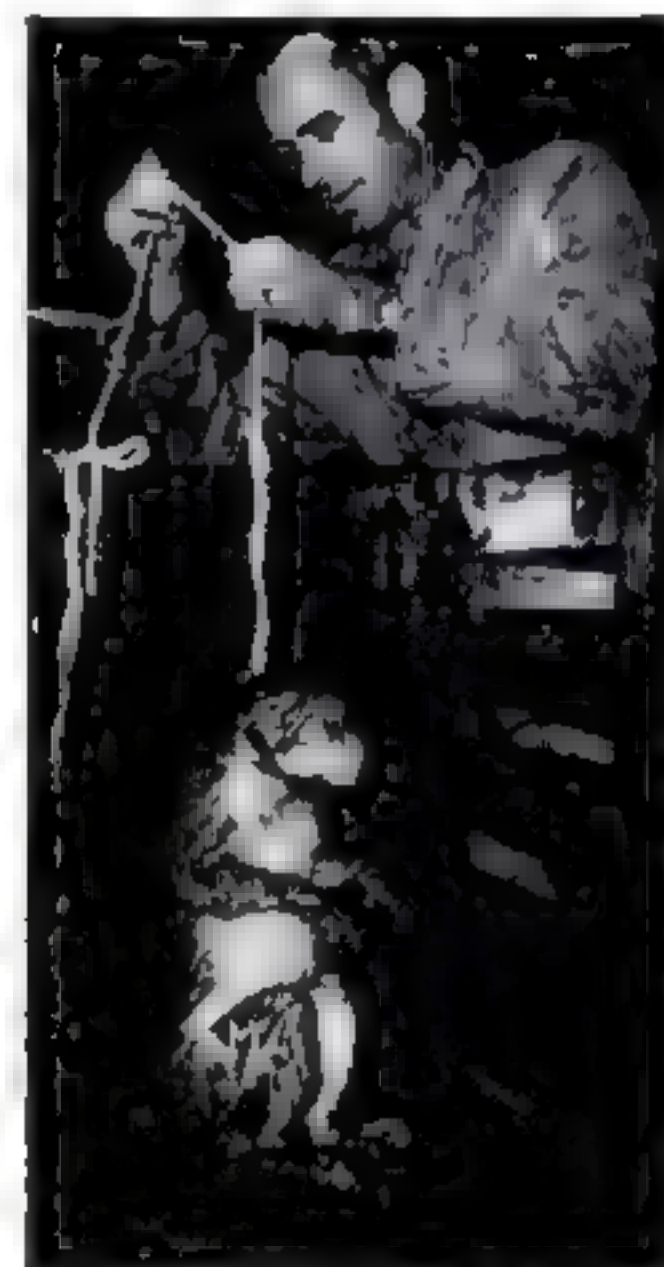
## BIG GAME IN THE OZARKS

A posse hunts down leopards, bears and monkeys

Last week a jinx hit the Campa Bros. Circus on tour in Arkansas. First a 9-year-old girl was killed by a supposedly tame lion. Next day a big circus truck turned over on the wet, mountain roads near Pencil Bluff and spewed two leopards, two tame black bears, four monkeys and a polar bear into the rough, heavily wooded Ozark country. Sheriff Wilbur Tidwell promptly organized a posse of more than a hundred men armed with rifles and shotguns. Within a few hours after the crash a group of 19 men found one leopard. They all blasted away, but a state trooper, who was using a submachine gun, got credit for the kill. At dawn next morning Lumberjack M. R. Fair stalked the other leopard with a little mongrel pup called Tony and a deer hound. Tony first spotted the leopard and bravely charged it. He was instantly killed. Fair stunned the beast with three quick shots and then clubbed it to death with his rifle. By week's end one black bear and a monkey (below) had surrendered meekly, but the other animals were still at large.



**DEAD LEOPARD** is held by M. R. Fair, who shot it and gets to keep pelt.



**SHIVERING MONKEY** is tied to a truck after being shaken out of a tree.



**TAME BEAR** is roped by Elephant Trainer Frank Fizzell (left) who begged hunters not to shoot and then enticed the animal out of woods with an apple.





**IS ACETATE LIKE ANY OTHER FIBER?** No. Acetate has a unique combination of qualities. It feels like silk. Washes with ease and dries quickly like nylon. But acetate has a beautiful, graceful drape that makes clothes hang exactly right and feel so good.

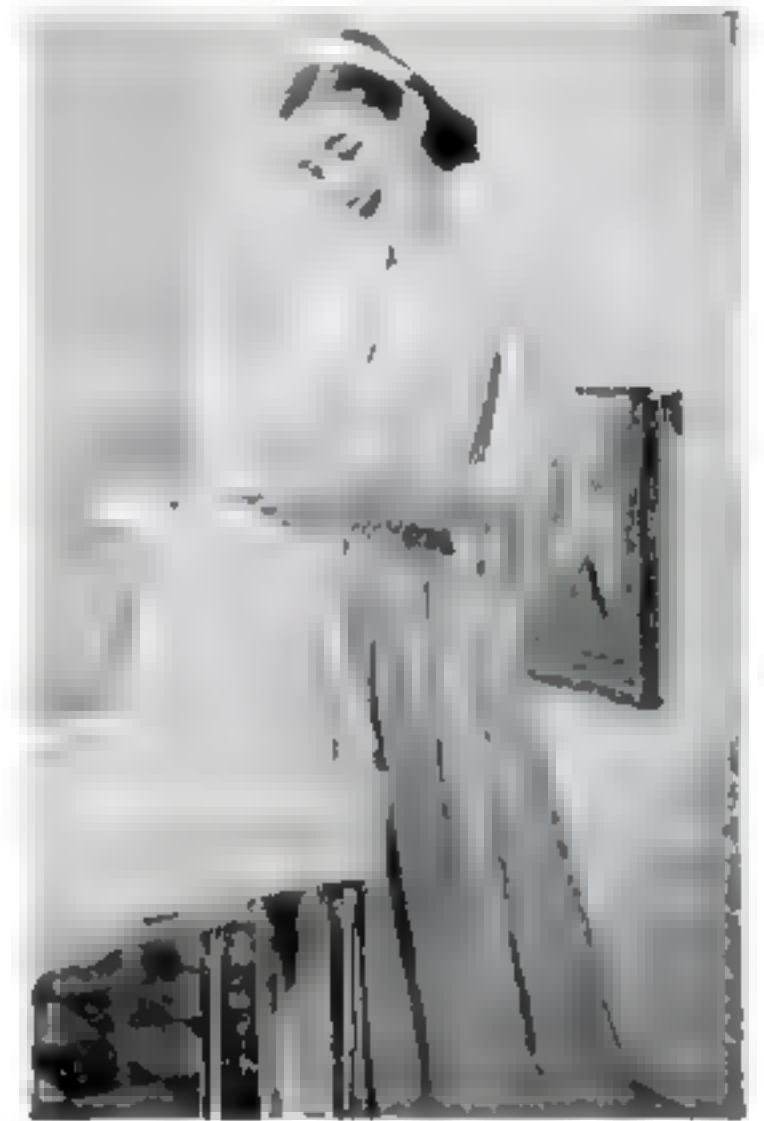
**WHAT ACETATE IS.** Acetate is the man-made textile fiber, cellulose acetate, pioneered by Celanese Corporation of America. Better fabrics of every description are made with this modern fiber.



**FEELS SO GOOD.** Fabrics made of acetate fiber are always comfortable because acetate always feels so soft and luxurious next to the skin.



**STAYS SO FRESH.** Suits and dresses of acetate stay fresh-looking. Because acetate fibers are naturally resilient they help fabrics shed their wrinkles after wearing. That's why acetate needs less pressing.



**LAUNDERS SO EASILY. DRIES SO QUICKLY.** Dirt washes off acetate with ease. Just a sudsing, a rinse, and your clothes are sparkling clean—ready to smooth on a hanger to dry. If preferred, press lightly with a moderate iron.

## There's a new word in Fashion . . . it's Acetate, the beauty fiber

### Five ways Acetate is important to you—

- Looks lovely—feels wonderful
- Drapes gracefully
- Recovers from wrinkling
- Launders easily—dries quickly
- Dry cleans perfectly

Next time you shop look for the tag . . .

**Celanese**

CORPORATION OF AMERICA  
180 Madison Avenue, New York 16

WRITE FOR FREE BOOKLET ON "ACETATE, THE BEAUTY FIBER"







ON MONT BLANC 1,600 FEET BELOW THE SUMMIT SITS CRASH-LANDED PIPER CUB. GUIDES HAVE RIGHTED IT AND TRAMPLED OUT A LANDING STRIP ALONGSIDE

## STUCK ON AN ALP

Two Swiss aviators land safely  
but have troubles getting off

Thirty years ago, just to prove that it could be done, a Frenchman named François Durefour landed a rickety twin-tailed biplane on the snow close to the summit of 15,782-foot Mont Blanc in the French Alps. An hour later he took off over the edge of a 5,000-ft. precipice and flew home to complete his morning's sport.

Last month, promised \$1,600 by an Italian wine maker if they could duplicate Durefour's

stunt, two Swiss fliers, Georges-Andre Zehr and Jean-Paul Darmsteter flew up to Mont Blanc in a Piper Cub. They got down on the mountain safe and sound but with their plane upside down (p. 63). Before they could take off, they had to right the plane, climb down the mountain and climb up again with 300 pounds of repair equipment. Ten days later they finally completed the trip and, despite the delay, got their \$1,600.

CONTINUED ON PAGE 63





Beauties a million faces, but wear in the 14k gold face Elgin's new jewelry. \$125

21 jewel Lord Elgin, the smart watch, the 14k gold face, the 14k gold case. \$180

Levelly square-shaped Elgin, the 14k gold face, the 14k gold case, the 14k gold case. \$180

Crumpled edges of this 12 jewel Elgin are never to damage the 14k gold face. \$180

Dainty 12 jewel Elgin with postage stamp faces and 14k gold case. \$180

## Wrapped in enduring beauty, beats the heart that never breaks

The watch in your hand is a beauty. It's a Lord Elgin, smart, shining, a perfect taste.

But forget how beautiful it is for a moment, if you can. Remember, this is a watch and the purpose of a watch is to tell time.

Why be so practical when you've found exactly the Elgin you want to give him? Because the real beauty of this watch is something you can not see... the heart that never breaks.

That's the DuraPower Mainspring guaranteed to never break. Neither will it rust nor lose its

power. On all the watches in the world, every new Elgin, and only Elgin, has the DuraPower Mainspring that eliminates the spring trouble.

And that's not all. Skilled American craftsmen have been making Elgin watches for over 100 years—since 1864.

Let your jewelry show you has a selection of beautiful new Elgins, priced from \$75. And, while you're shopping for an Elgin for the man in your life, why not look at one for yourself? Elgin National Watch Company, Elgin, Illinois.



Every new Elgin, and only Elgin, has the DuraPower Mainspring guaranteed to never break.

# ELGIN

## WATCHES

The Beautiful Way to Tell Time

All prices shown are suggested retail and may vary in change with time.

GREGORY This 21 jewel Lord Elgin, with the smart pointing of the dial into the 14k gold face, the three-point watch, the 14k gold case. \$180







## Sign of a Good Host

© 1954 THE OLD TAYLOR DISTILLERY COMPANY, FRANKFORT, KENTUCKY



Jockey hitching posts that invited guests to tarry are another old Kentucky tradition—another sign of a good host.



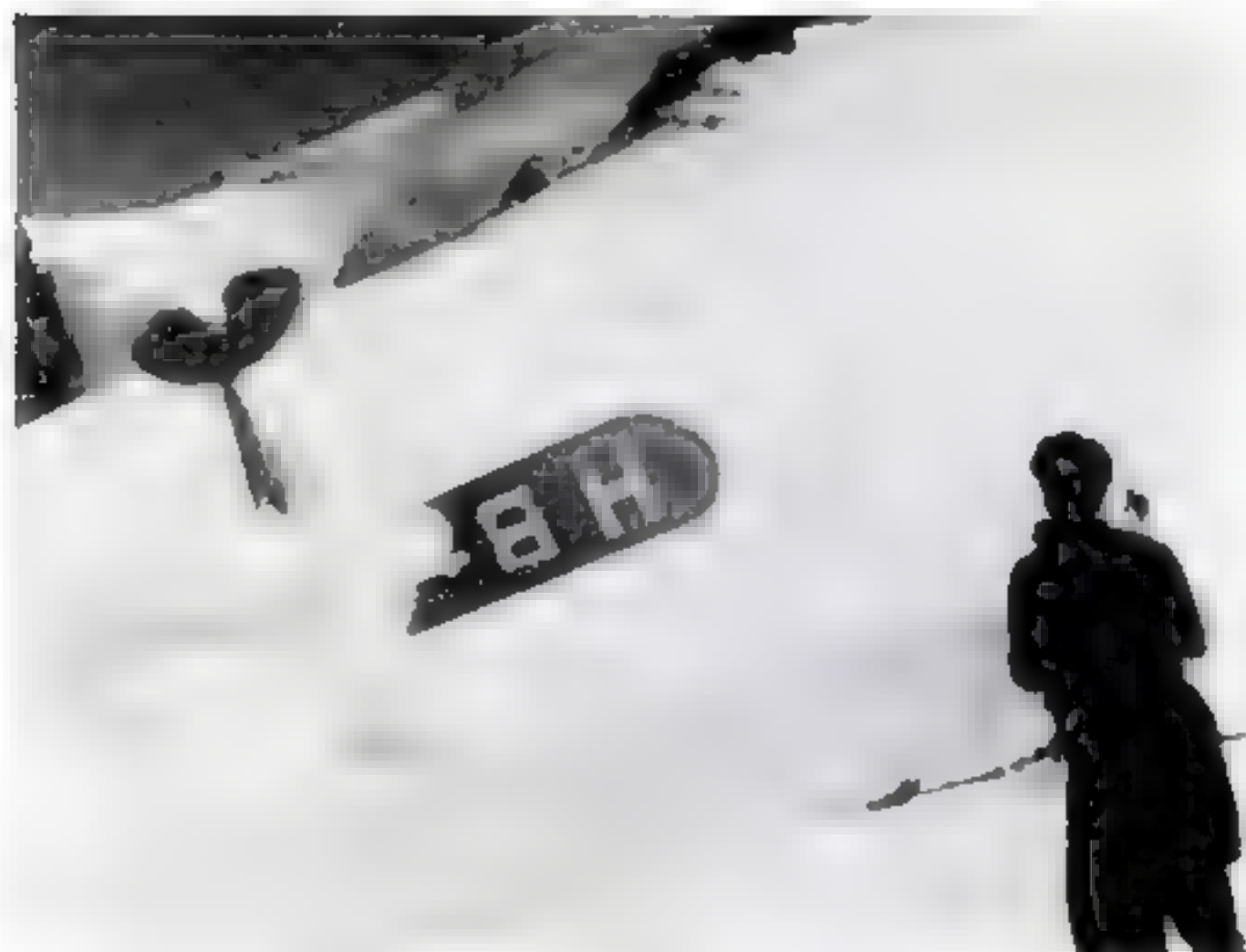
It takes but a taste to see how OLD TAYLOR honors the traditions of old Kentucky. Its richness, its smoothness, its flavor—all stem from the fact that OLD TAYLOR is the master achievement of master distillers. It's the *only* bottled-in-bond bourbon that bears the famous signature of E. H. Taylor Jr. & Sons. Serve OLD TAYLOR with pride. It's a hallmark of excellence that every guest recognizes. *The Old Taylor Distillery Company, Frankfort, Kentucky.*

**OLD TAYLOR** *Signed, Sealed and Delicious*

KENTUCKY STRAIGHT BOURBON WHISKEY



## Alpine Crash CONTINUED



**UNSUCCESSFUL LANDING** is caused by guide (visible over shoulder of man in foreground) who got in front of plane. Pilot swerved and flipped over.



**RIGHTING PLANE** is done with concerted push by the guides and fliers. Repairs were made but motor would not start and plane had to be abandoned.



**SUCCESSFUL TAKE-OFF** was made 10 days later after repairs were done. Guides stretched a rubber rope (lying under plane) to catapult it into the air.

FORGET RAIN  
AND SNOW

FORGET LIFTING  
AND CARRYING

FORGET WINDBLOWN  
SOOT AND DUST!



Drys Fresh...  
Drys Fluffy...

... and takes only minutes  
in any weather



### Features Exclusive Pow-R-Vent!

Only Bendix dries your clothes quickly, safely, *automatically*... yet leaves room temperatures comfortable, the air free of excess humidity. *That's because only Bendix has Pow-R-Vent; the wonderful "air conditioner" that lets you get rid of heat, lint and moisture!*

With the Bendix Dryer—and with Bendix alone—you dry your clothes at low, safe temperatures—substantially lower than in ordinary dryers. Thanks to Bendix and the exclusive Pow-R-Vent, you never need worry about clothes drying again!

And it's so easy! One dial starts; regulates the heat, times, and shuts off the Bendix automatic Dryer. Basket-

height porthole eliminates all lifting and stretching. One demonstration of this amazing machine will prove to you how much work, time and worry it saves you. Ask your Bendix dealer to show it to you right away.



**BENDIX HOME APPLIANCES**, Division Avco Manufacturing Corp., South Bend, Indiana



Don't you feel a whole lot safer  
on the train?



Go Pullman

*COMFORTABLE, DEPENDABLE, AND-ABOVE ALL-SAFE!*

*Keep your guard up! Join the National Guard!*

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## 250TH AUTUMN

The sun, which had been dodging in and out all day, suddenly burst out as the procession celebrating Yale's 250th birthday last month started across the campus (*above*). At almost that

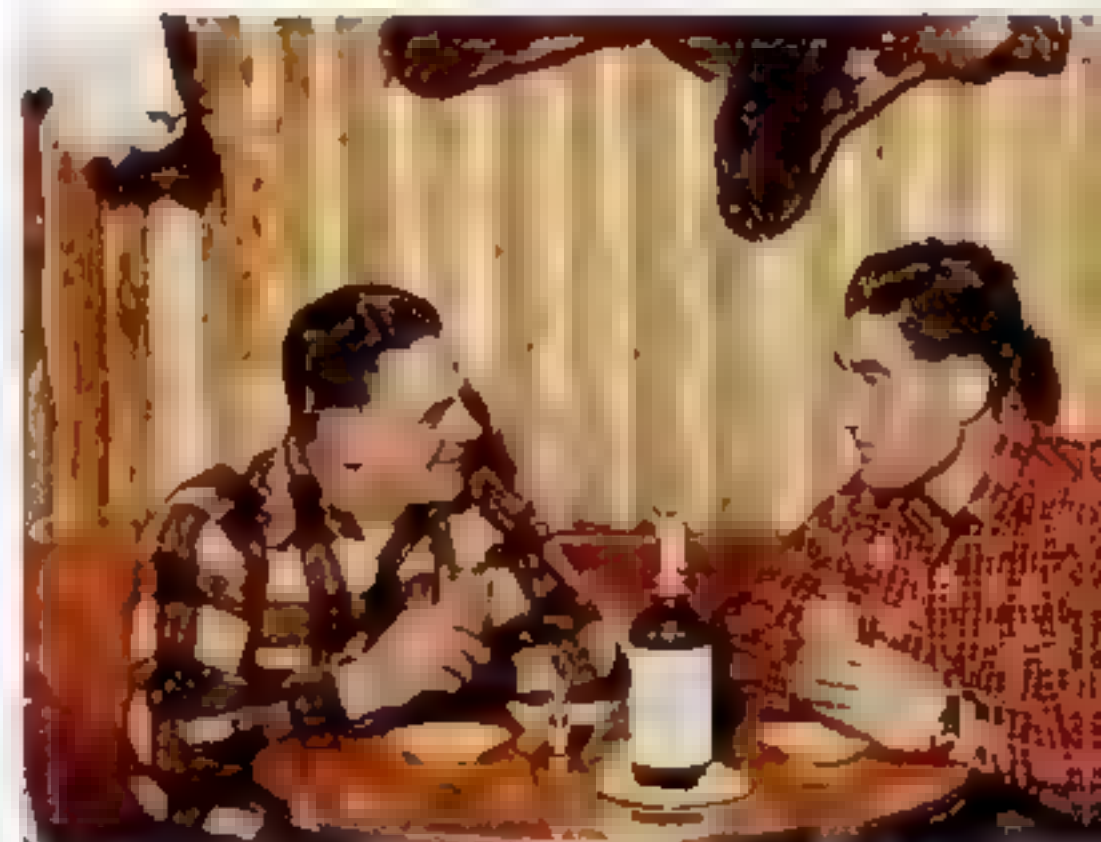
moment the bells in Harkness Tower (*back ground*) pealed out and the parade fell into step with *Onward Christian Soldiers* as it moved in robed solemnity through the autumn brilliance.





## The driver leads a dog's life in Alaska's *Husky Battle*

**1** "Racing's stiffest ordeal—a 100-mile dog-sled marathon—is no joy ride for the drivers," writes Dick Mitchell, an American friend of Canadian Club. "You don't ride the sled unless the dogs are moving faster than you can run. That means you *sprint* up every snow-deep slope in heavy clothes. At the Annual Fur Rendezvous in Anchorage, try while huskies were losing ground as we mushed into the homestretch..."



**2** "Those puppies will never go the distance," my friend Bill White had warned me before the last day's heat. I was sure my young team could hold their own against Bill's team and the clock's stop watch. But after 20 miles, Bill's lead dog was hot on my heels..."

**3** "At the finish line in Anchorage, my dogs led Bill's—but neither of us could match the times set by crack Eskimo and Indian teams from above the Arctic Circle. Clocked the fastest was a sourdough trapper's team—part Siberian and part Malamute—that had run the last 25 miles in less than 2 hours!"

**4** "Dog-tired after the long haul, I unhitched and rewarded the team with frozen fish. At a colorful gold-rush-era cafe, I found a rich reward myself—Canadian Club!"

**5** "Worth their weight in gold. Alaska's sled-dogs go where machines can't ludge. Wherever I go, Canadian Club is usually on hand when I ask for the best in the house."

Why this worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon—yet there is

no other whisky in all the world that tastes quite like Canadian Club. You can stay with it all evening long... in cocktails before dinner and tall ones after. That's what made Canadian Club the large-t-selling imported whisky in the United States.

IN 87 LANDS... THE BEST IN THE HOUSE

# "Canadian Club"

6 YEARS OLD

90 & PROOF

Imported in bottle from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky.







AT THE FIRST SUSPICION OF DANGER ALERT 3-MONTH-OLD OPOSSUMS SCAMPER QUICKLY ACROSS A LOG TO REACH THE SAFETY OF THEIR MOTHER'S BACK

## A PASSEL OF POSSUMS

**America's only marsupial, born a helpless embryo, clings to its mother from pouch to pickaback**

By all rights, the opossum ought to be the most forgettable animal character man ever met. It is unfriendly, nocturnal, solitary, ugly and makes a terrible pet. It also drools. But the unlovable opossum is distinguished by some fascinating and unforgettable habits. America's only marsupial, it carries its young in a pouch, or

marsupium, like the kangaroo. The baby opossums are so tiny that a litter of 16 would fit in an ordinary tablespoon. Not only are they born sightless but their embryonic bodies are completely unformed except for their strangely developed forepaws (p. 68). When they are old enough to leave the pouch, they travel on their

mother's back (*below*), their feet clutching her fur as she climbs trees to hunt for food. They are soon able to hang from branches by their strong, ratlike tails and to perform the opossum's most remarkable specialty act—feigning death so realistically that "playing possum" is an American byword for perfect deception.

ALL BUT ONE OF BABIES GET FIRM HOLD. THIS MOTHER OPOSSUM WAS TRAPPED JUST AFTER BABIES WERE BORN AND WHOLE FAMILY IS RELATIVELY TAME







No three words ever meant so  
much to so many people...

# *I Want You*

...SOON FROM SAMUEL GOLDWYN

**CELEBRATING  
GIVE-  
HANDKERCHIEF  
WEEK!**  
November 24th  
thru December 1st

**WIN**  
A GLAMOROUS HOLIDAY  
TO SWITZERLAND—VIA SWISSAIR  
ROUND TRIP—ALL EXPENSE PAID  
PLUS \$1000 IN CASH!



LOOK AT THIS BONANZA OF PRIZES—  
112 AWARDS—TOTALING \$6,412.50!

**FIRST PRIZE**—a round trip to Switzerland via Swissair DC6B, including a week in Switzerland—all expenses paid—plus \$1000 in cash!

**SECOND PRIZE**—\$1000 U. S. Savings Bond Series E

**THIRD PRIZE**—\$500 U. S. Savings Bond Series E

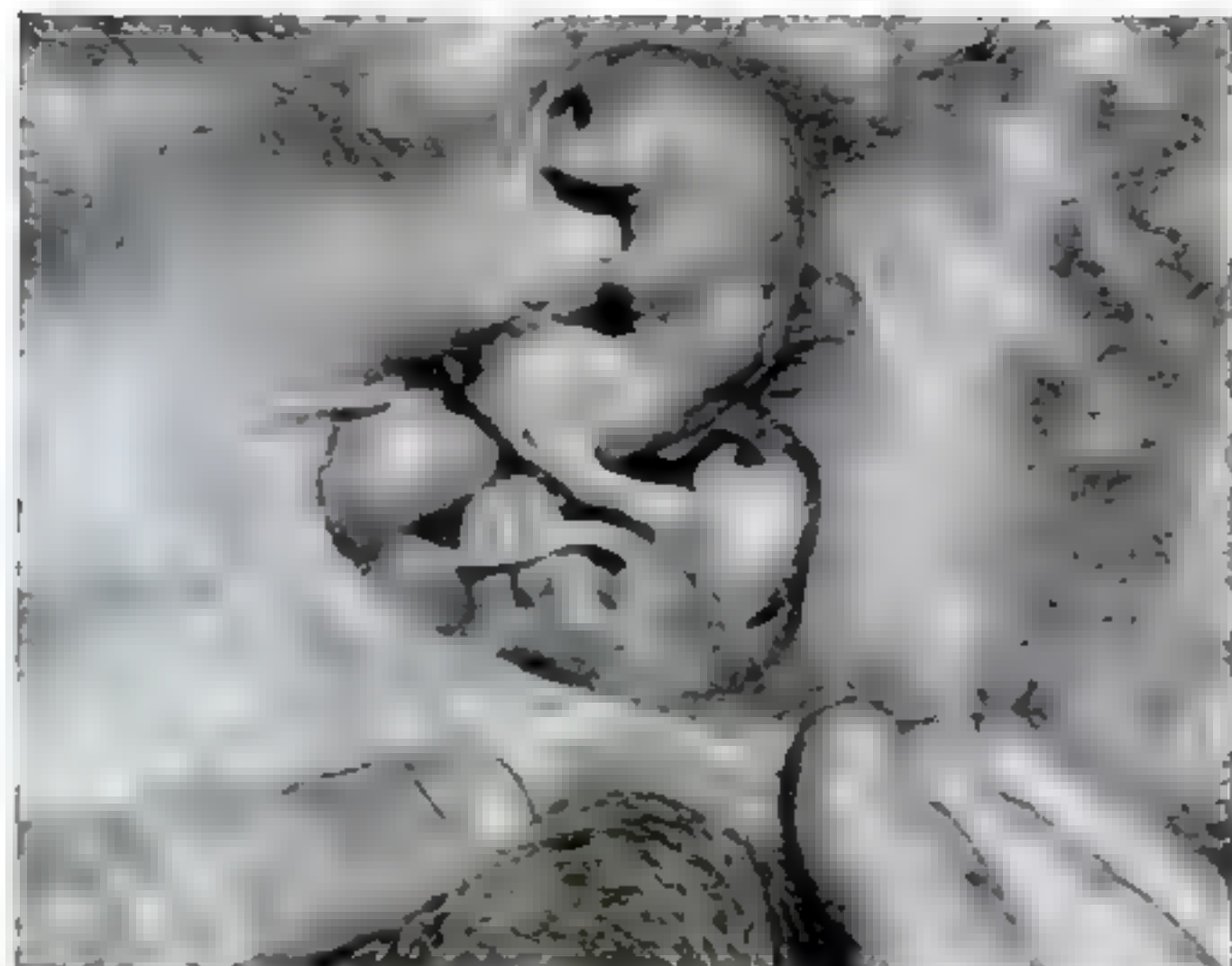
**FOURTH PRIZE**—\$250 U. S. Savings Bond Series E and eight prizes of a \$100 U. S. Savings Bond each plus one hundred prizes of a \$25 handkerchief—wardrobe each.

**HERE'S ALL YOU DO!**  
In the coupon below write down your winning idea—the reason why you believe there's no gift in the world like handkerchiefs—for every one and every occasion. Be sure you say it in 35 words or less! Send the coupon (or a letter) to the address below, along with a salescheck or price ticket from your favorite handkerchief department. (If it's a chain store, ask for salesgirl's signature on your entry). Contest closes December 31, 1951. All entries will be judged solely for originality and become property of HAP. Decision of judges is final.

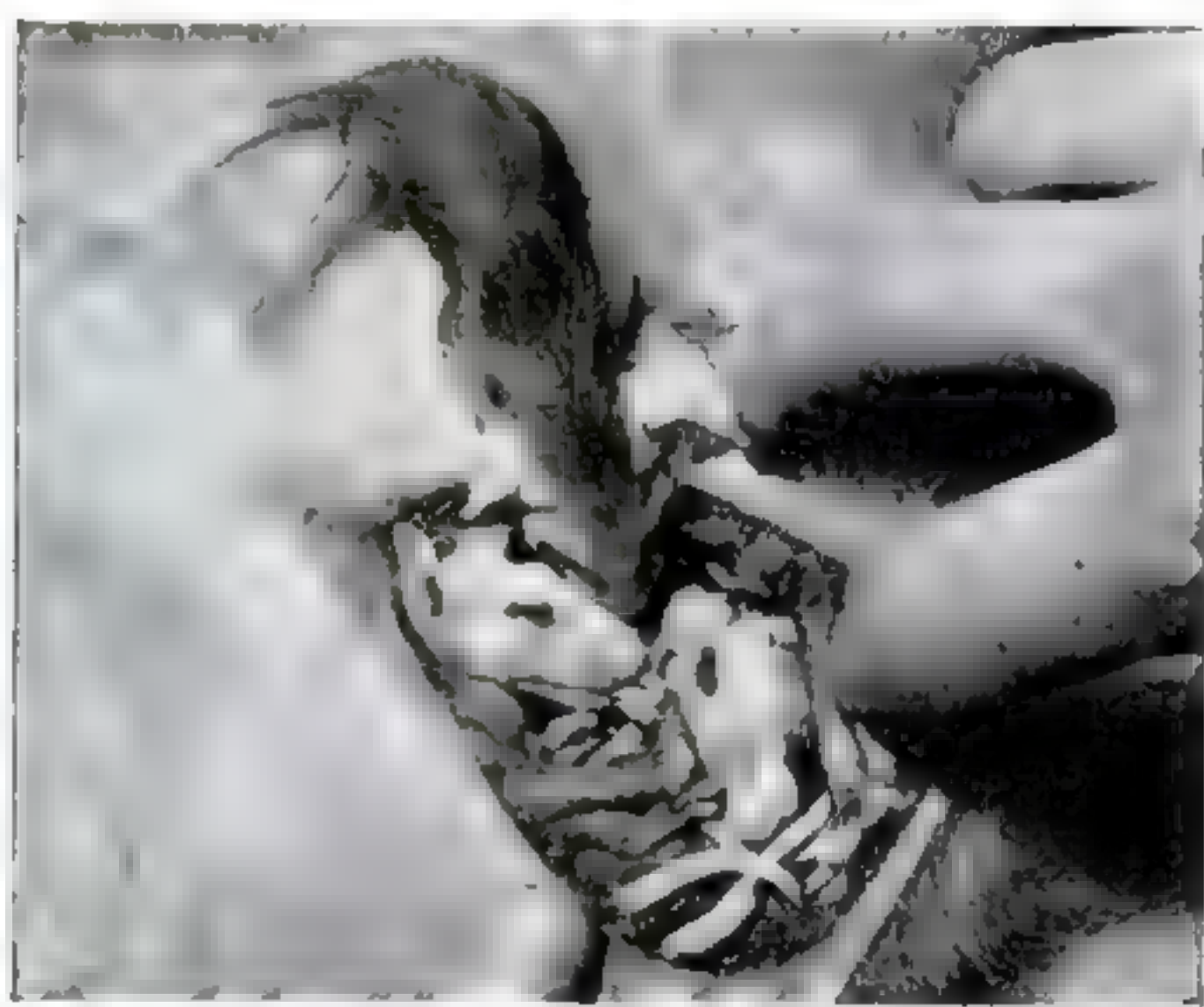
**HAP** (Handkerchief Promotions, Inc.)  
Box # 1742, Grand Central Station, N. Y. 17, N. Y.  
HANDKERCHIEFS MAKE THE IDEAL GIFT BECAUSE

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ POSTAL ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## Opossums CONTINUED



**EMBRYOS** are unfurled for several weeks except for forepaws which help them crawl to pouch after birth. Mother's muscles pump milk into mouths.



**AT SIX WEEKS** babies are fully formed but still live in pouch. Mother can contract muscles, almost closing entrance to pouch so babies cannot fall out.



**TOO BIG** for pouch at ten weeks, the baby opossums now take turns inside, begin to feed themselves. They eat fruit, vegetables and eggs but prefer meat.

CONTINUED ON PAGE 71



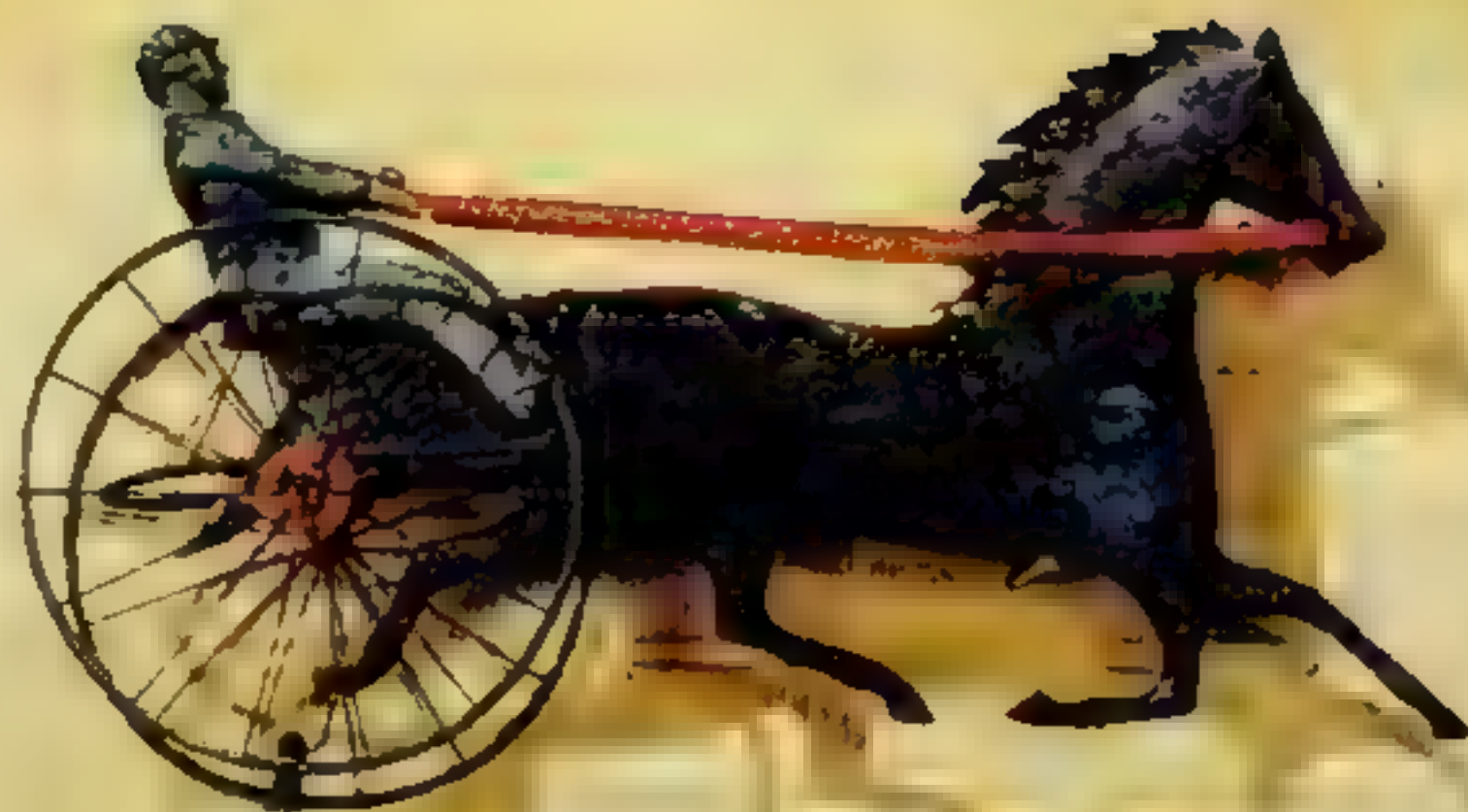


We don't harp on medical claims—

If you want a **TREAT**  
instead of a **TREATMENT**  
... smoke **Old Golds**

No strings attached to our story! If you've been confused by medical claims for cigarettes, remember this: No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than Old Gold. This conclusion was established on evidence by the U. S. Government.





## Canada Dry Classics Set the Pace

JOHN E. WALKER, BLENDED SCOTCH WHISKY, RED LABEL, BLACK LABEL, BOTH 86 & 8 PROOF • CINZANO ITALIAN VERMOUTH • CINZANO FRENCH VERMOUTH • OTARO COGNAC—V.S.O.P. BRAND 80 PROOF, 3 STAR 84 PROOF • PEDRO DOMECQ SHERRIES: V.V.D., CELEBRATION CREAM, LA INO • PEDRO DOMECQ FUNDADOR BRANDY—86 PROOF •



NUYENS ROCK & RYE—70 PROOF • FINE ARTS DISTILLED LONDON DRY GIN—100% GRAIN NEUTRAL SPIRITS—90 PROOF • STREGA LIQUEUR—85 PROOF • NUYENS CREME DE MENTHE—60 PROOF • POWER'S IRISH WHISKEY—7 YEARS OLD, POT STILL—86 PROOF • NUYENS CREME DE CACAO—60 PROOF • NUYENS CORDIALS NOW MADE IN U.S.A.





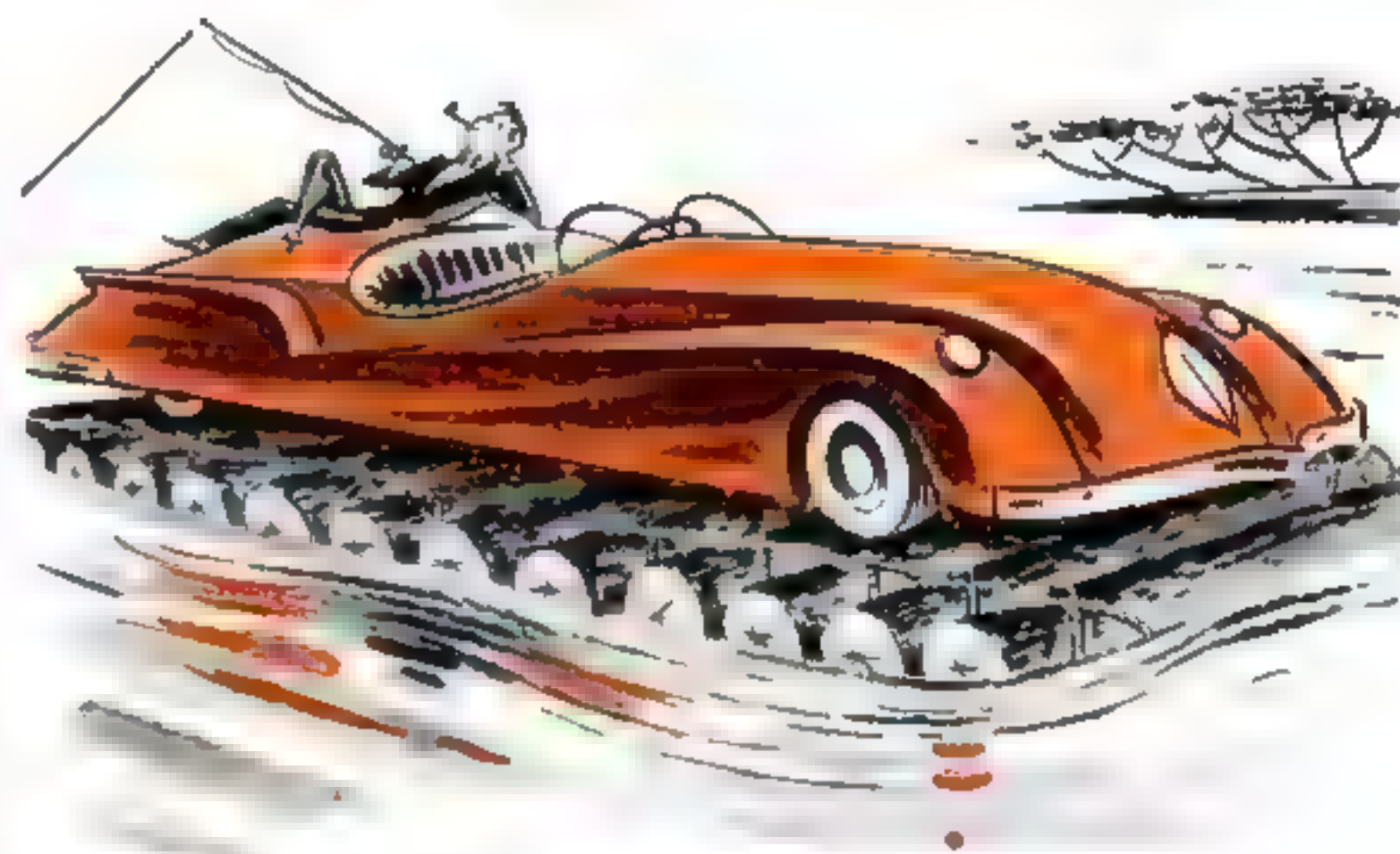
**HANGING OPOSSUMS** test their tail strength at age of 3 months. They sometimes sleep like this, also use tails for balance as they walk across branches.



**PLAYING POSSUM** is a fine imitation of death. Body is still, heartbeat and breathing are slowed, but the opossum quickly recovers when danger passes.



If your car feels like this ...  
it's time for **MARFAK**  
chassis lubrication



That cushiony feeling  
lasts longer with—



With *Marfak* lubrication you say good-by to squeaks and bumps for 1,000 miles or more. Bulldog-tough *Marfak* is specially made to resist jar-out, squeeze-out and wash-out. So it clings to vital chassis points, protecting far longer. That's why you enjoy longer lasting "cushiony" driving! Today, get *Marfak* lubrication from your Texaco Dealer, the best friend your car ever had.

**THE TEXAS COMPANY**  
**TEXACO DEALERS IN ALL 48 STATES**

*Texaco Products are also distributed in Canada and in Latin America*



**TUNE IN:** TEXACO STAR THEATER starring MILTON BERLE on television every Tuesday night. See newspaper for time and station.



THE GIFT TO GIVE - THE GIFT TO GET

## CROWN-HEADLIGHT work and play clothes!

● Yes—it's smart to give a useful gift for Christmas. It's smart to give something you know will be really welcome—you know will be used!

Crown-Headlight stands for outstanding quality in work and play clothes. The finest material, the most careful tailoring goes into all Crown and Headlight garments.



★ Only Crown and Headlight Overalls offer the new patented Safe Deposit pockets, to keep your valuables (money, keys, papers, watch, etc.)—safe, clean and handy.



★ Headies—high styled dungarees. Extra full cut to fit husky youths and boys.



★ Headlight Cowboy Jeans and Jackets—authentic Western styling—ideal Christmas present for every man and boy.

UNION MADE



★ Headlight shirts and trousers in a wide variety of fabric, including the exclusive new wonder fabric—"Snag Proof"—they outlast two ordinary garments.



★ Crown Women's and Girls' Jeans—noted for style and tailoring.

# CROWN-HEADLIGHT

Cincinnati 2, Ohio

WORK AND PLAY CLOTHES

San Francisco 3, Cal.

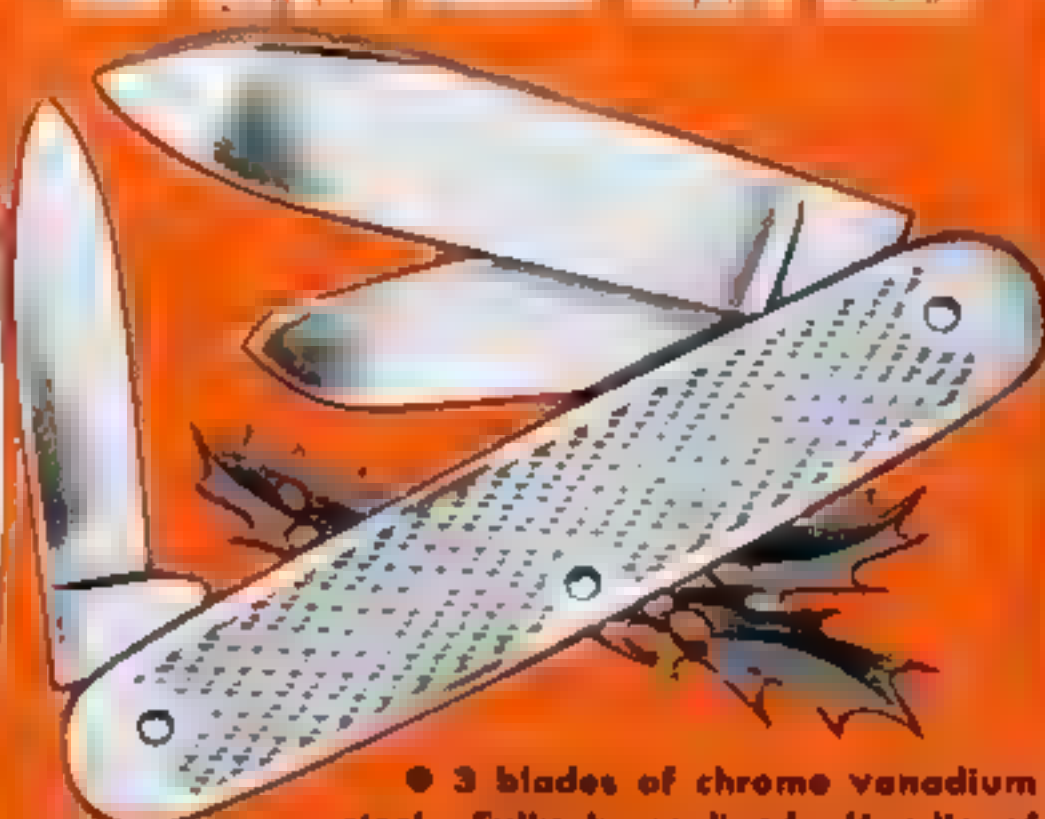
OVERALLS • DUNGAREES • TROUSERS • SHIRTS • SWEATERS • BREEZKOTES • PLAYSUITS • SPORTSWEAR • INDUSTRIAL UNIFORMS

### Amazing Gift Offer!

\$2.00 Value ~~YOUR~~ FOR ONLY 50¢

and the size ticket from any Crown or Headlight garment

Box 1 2 3 4 5 6 7 8 9 10



● 3 blades of chrome vanadium steel. Fully brass lined. Handle of knurled stainless steel. Retail value \$2.00.

To get this knife, just send the size ticket from any Crown or Headlight garment, together with 50¢ in coin to Crown-Headlight, Cincinnati 2, Ohio. We will rush this knife to you to give as a very special Christmas present.

This offer expires March 1, 1952



# A Play for Churches



PRISONERS' BUNKS ARE SET UP IN CHANCEL BEFORE THE ALTAR

## A RELIGIOUS DRAMA BY CHRISTOPHER FRY WILL TOUR THE U.S.

The sight of tuxedo-clad ticket agents, small but unmistakably Broadwaylike billboards and program girls carrying flashlights did not seem quite appropriate to St. James' Protestant Episcopal Church on New York's East Side. But *A Sleep of Prisoners* by English Playwright Christopher Fry, which opened last month at St. James' Church, had good reason to be there. Written in verse for church performance during the Festival of Britain, the play was a revival of the church-performed medieval "morality play," one of modern theater's ancestors.

A moody, high-strung discourse on man's preoccupation with evil by the author of last year's hit, *The Lady's Not For Burning*, *A Sleep* concerns four prisoners of war who are quartered in a church in enemy territory. As they sleep in their rough wooden bunks, each has dreams which are based on biblical legends and in which all of them take part. Pvt. Peter Able, for instance, first becomes Abel, then Absalom, then Isaac. At times moving out of the chancel (above) into the rest of the church, the episodes illustrate not only the prisoners' own private thoughts and tensions but also those of all contemporary men. At the end the fourth prisoner, Pvt. Tim Meadows, speaks the play's best lines when, counseling his companions against despair, he tells them to "Thank God our time is now, when wrong comes up to face us everywhere. . . ."

Excellentlly acted, *A Sleep* suffers from the poor acoustics in big churches like St. James', which make it difficult to understand the lines. But U.S. audiences, who will see it performed in other churches following its New York run, are likely to agree with the St. James' audience that a church is a fine place for a play and that *A Sleep of Prisoners* is a good play for the church.

THE FOUR PRISONERS fill their mattresses before turning in. Behind them are two of the bunks backed by ornate altar screen. Here Pvt. Meadows (lower right) describes how he got into the army.



**"SLEEP OF PRISONERS" CONTINUED**



HOLD BACK BY AN INVISIBLE FORCE, ADAM (CPL. ADAMS) IS UNABLE TO STOP CAIN FROM KILLING ABEL AS THE VOICE OF GOD



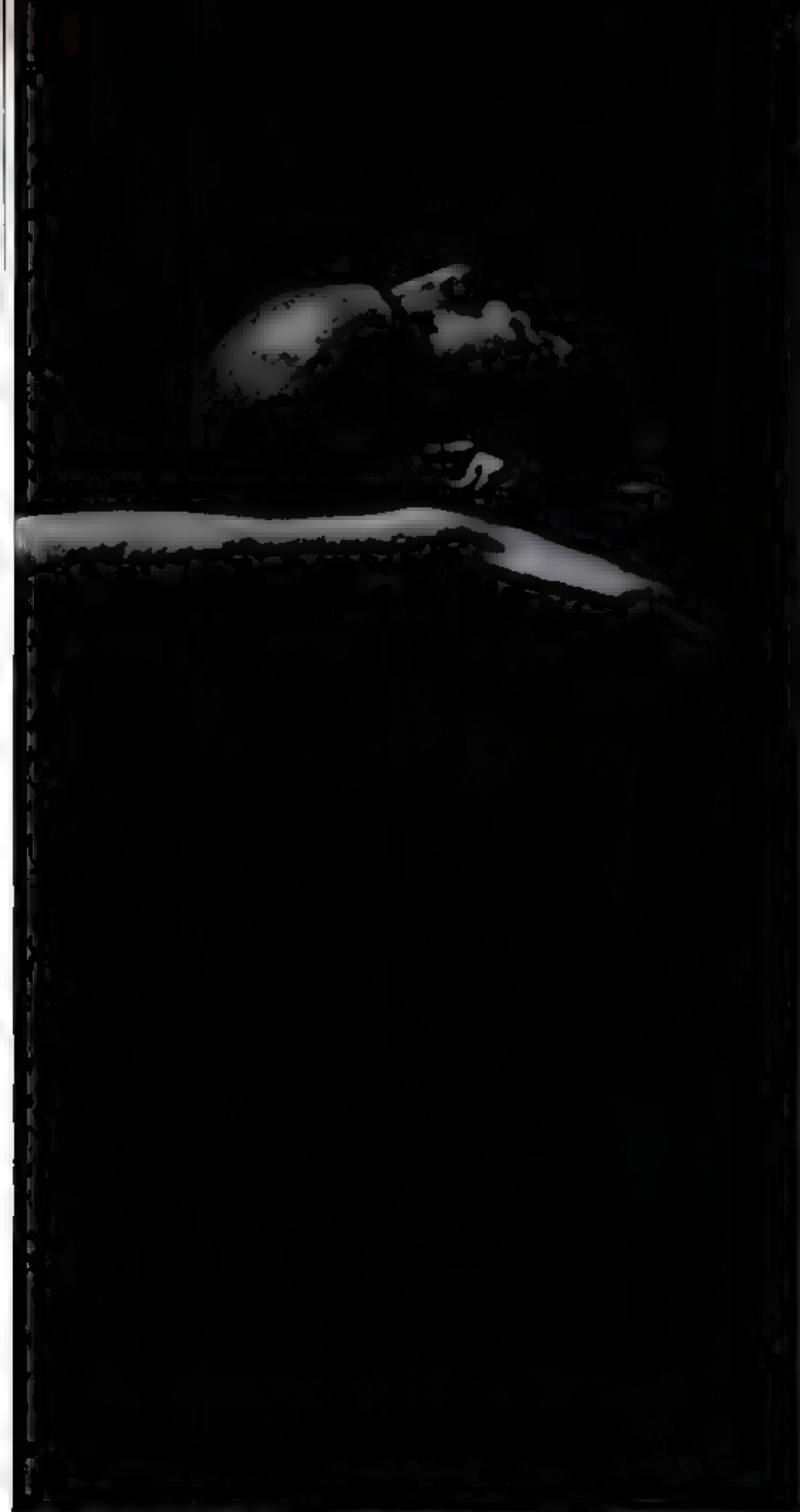
SHADRAC, MESHAC, ABEDNEGO are enacted in one of the dreams by Adams, King and Able.

Thrust into a fiery furnace, they find that only loyalty to each other can save them from destruction.



ABRAHAM (Pvt. King) tries to find the courage to sacrifice his beloved son Isaac (Pvt. Able) to God





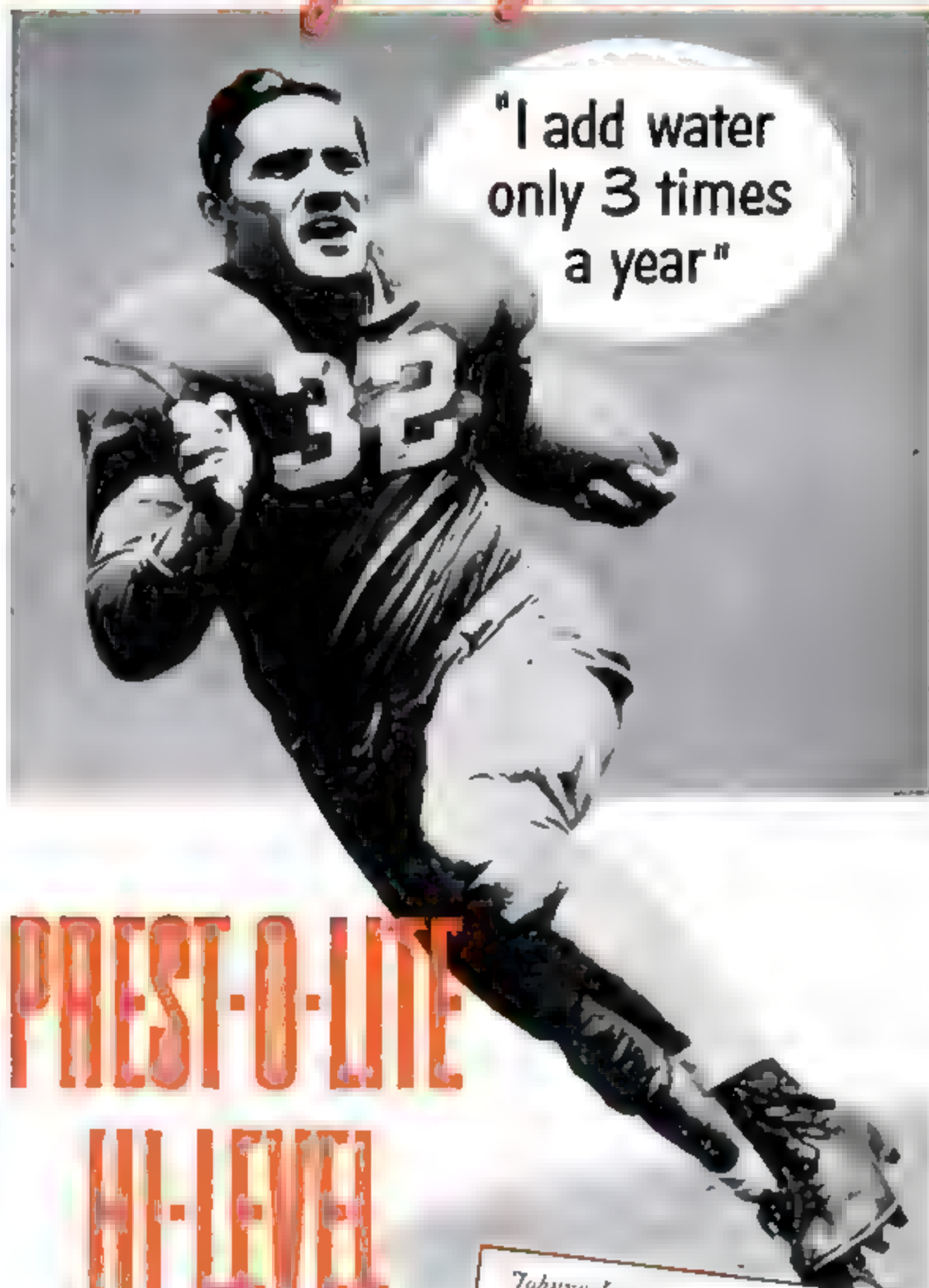
**(RIGHT) CALLS OUT, "CAIN, WHERE IS YOUR BROTHER?"**



**JOAB** (Cpl. Joe Adams) brings back body of Absalom (Pvt. Able), the son of King David (Pvt. David King, *left*), whom Joab taught to fight.

CONTINUED ON PAGE 17

Johnny Lujack SAYS



# PREST-O-LITE HI-LEVEL BATTERY...

*needs water only 3 times a year*

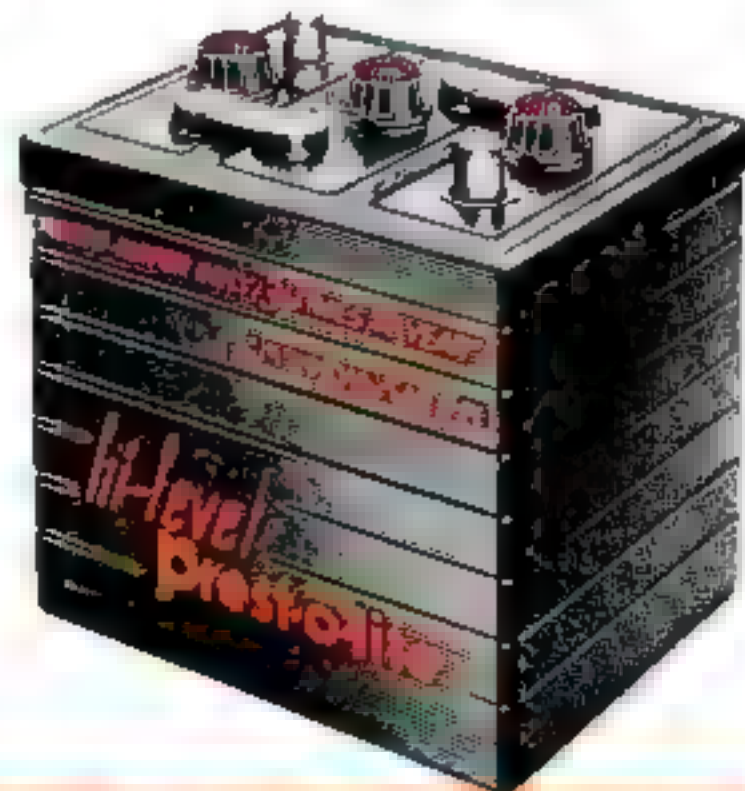
IN NORMAL / CAR USE

**I** **NS**TALL a Prest-O-Lite Hi-Level Battery in your car and enjoy the comfort and convenience of this new principle of battery design. The Hi-Level Battery needs water only 3 times a year in normal car use and because of its advanced engineering design, it lasts longer, in tests conducted according to accepted life cycle standards. For quick starts and dependable service, see your Prest-O-Lite Dealer.

**PREST-O-LITE BATTERY COMPANY, INC.**

**Introdução**

**Class**



02-11-2001 11:03:00



Hollywood's  
lovely young  
**SALLY FORREST**  
co-starring in  
Metro-Goldwyn-Mayer's  
**"BANNERLINE"**



Sally Forrest's silky-soft golden hair ripples with sparkling waves. See how lovely Rayve Creme Shampoo makes your hair—how easy to curl!

Young Hollywood stars agree that

*No other shampoo makes your hair  
so shining clean...so easy to curl!*

The absolutely perfect shampoo—that's what Hollywood's young beauties have christened Rayve Creme Shampoo! They adore the sparkling new highlights . . . the soft, fresh beauty of Rayve-clean hair. And Rayve leaves your hair so soft and lively—just ready to fall into nice deep waves!

Now—see the new beauty Rayve gives your hair! Fresh and shining, gloriously clean, dancing with light . . . eager to curl! Rayve's unique balanced formula combines

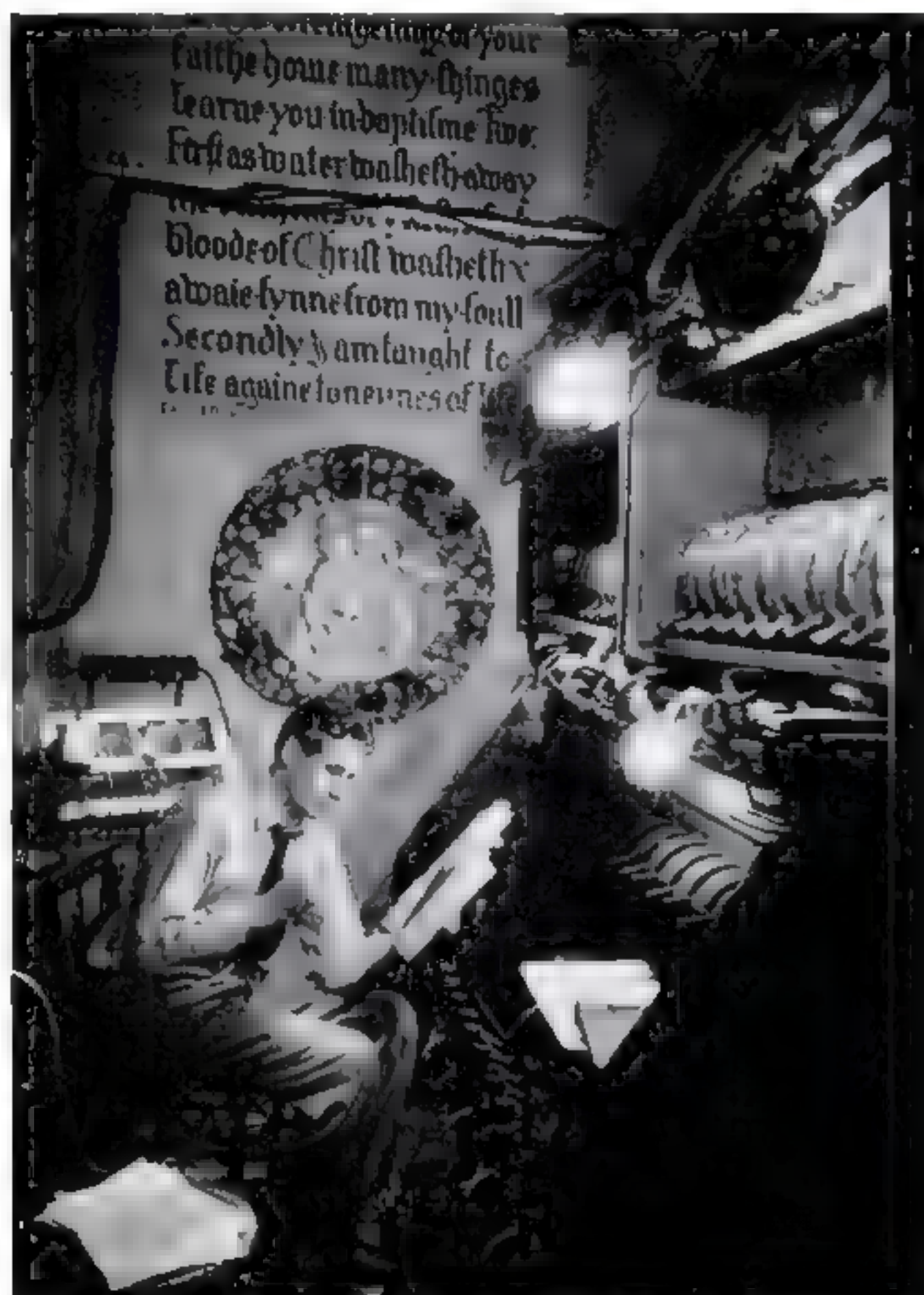
deep-cleansing lather with rich curl-conditioning oils . . . coaxes out shining new-found waves and curls you never dreamed you had.

The limp wave test will show you! Give yourself a Rayve Creme Shampoo at the very end of your permanent—when your wave's all but gone! You'll see how Rayve revives your wave—washes new sparkle into your hair. Get a tube or jar of Rayve Creme Shampoo today . . . and see how it makes even a tired wave just want to curl!



**MONEY-BACK GUARANTEE!** If your Rayve-clean hair isn't shinier . . . softer . . . curlier . . . send Rayve carton or cap-liner with name and address to Rayve, Box 2, 505 Park Avenue, N. Y. Full purchase price refunded immediately!





IN LIGHTING BOOTH set up near altar producer's assistant follows script. Extra electrical outlets were only basic alterations church needed for play.



ST. JAMES' RECTOR, Arthur Lee Kinsolving, watches rehearsal. Church's share of proceeds will be donated to a fund for underpaid missionary clergy.

# Sunday Night Buffet

entertaining made easy! Compliment catching

**SERVISET** by Sutherland

handsome matched paper plates, hardi-handle cups, napkins and table cover. So attractive, so inexpensive, the modern approach to enjoyable entertaining!

SUTHERLAND PAPER COMPANY • KALAMAZOO, MICHIGAN





Liquor store patron greets new Federal whiskey tax with mixed emotions. Tax ups bottle prices 35c to 60c, will make many a man stop and think about whiskey values for the first time. Question is how to get maximum quality, yet pay no more.



Alert whiskey dealers are featuring Corby's as an answer to new tax problem. Brand tastes very good, is rated with the finest for quality. Parrot on bottle identifies it.



Many whiskey buyers find they can offset new tax with brand like Corby's. Like chain store method of selling, huge volume of Corby's permits top quality to be sold at an attractive price.

## HOW TO OFFSET THE NEW TAX ON WHISKEY!

This month the nation's more convivial souls faced up to a new whiskey tax. And, many long-time buyers of higher priced popular whiskeys were looking over other brands. The quest was for a brand of equal quality at a price which would offset the tax increase. One solution for value-minded citizens will probably be Corby's.

Here, on same principle as big, self-service chain stores, Corby's large volume permits high quality to be sold for less, in spite of the added tax. This policy is paying off. Already famed as one of the largest-selling whiskeys in the country, Corby's looks like a good bet to thousands eager to keep expenses down and quality standards up.

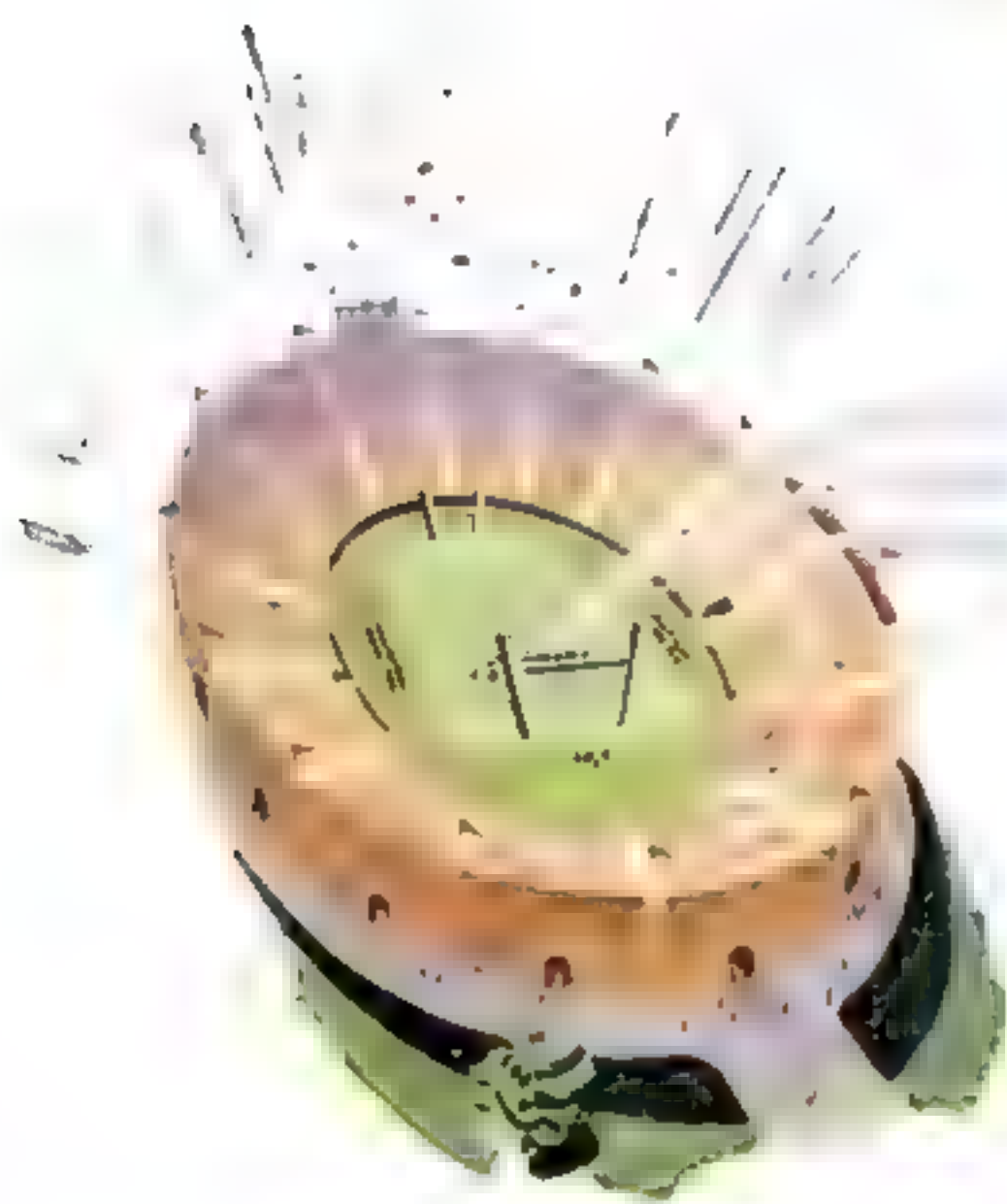
**JAS. BARCLAY & CO. LTD., PEORIA, ILL.**



One of America's largest-selling whiskeys, Corby's is favorite of millions. Endorsement by top bartenders speeded brand's success.



Look to **CORBY'S PARROT**  
for good whiskey taste  
that's the cheer of millions



LOOK FOR THE  
PARROT ON EVERY  
CORBY'S BOTTLE



Its extra-good taste has made it the cheer of millions... its fine quality scores every time. These are the reasons why Corby's has become one of the nation's top whiskey brands. Try it yourself. Just say Corby's... wherever you see Corby's Parrot.



say **CORBY'S**

A grand old name since 1859

RESERVE BLENDED WHISKEY—86 PROOF—68.4% GRAIN NEUTRAL SPIRITS—JAS. BARCLAY & CO. LTD., PEORIA, ILL.

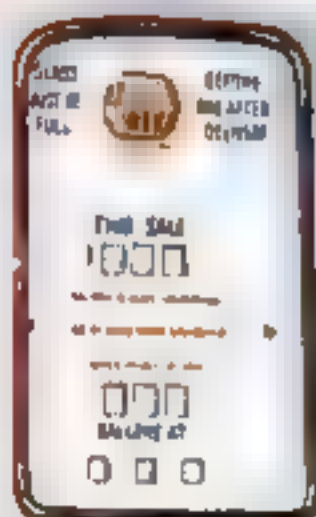


# Don't Gamble

## Be Sure on Starts!

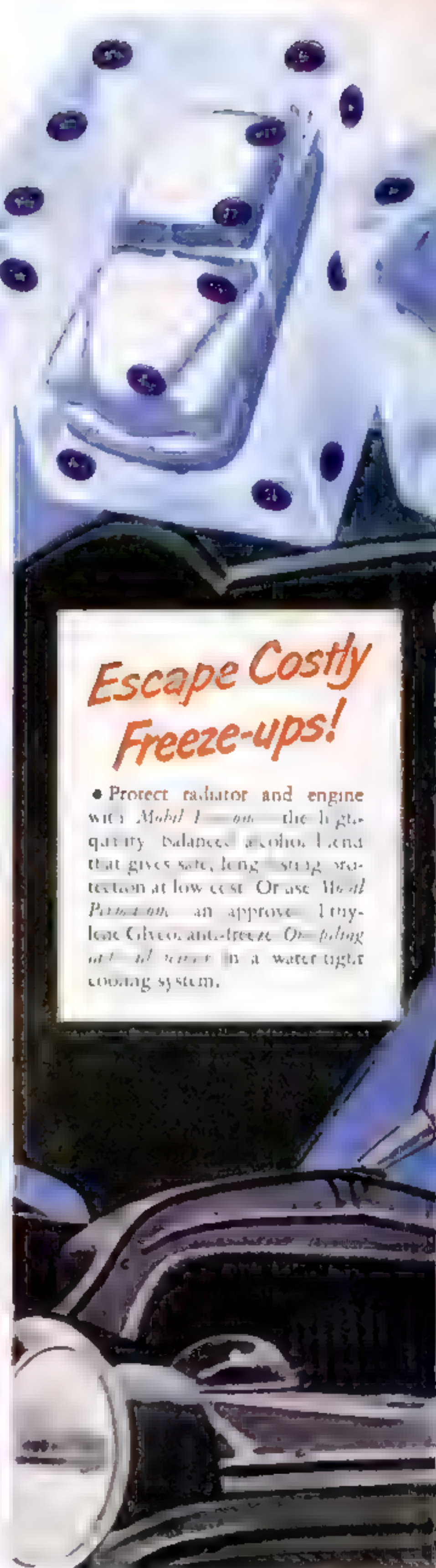
• Enjoy quick starts with fast-firing Mobilgas or Mobilgas Special Tops for *mobility economy*, too—as 52 drivers proved in the Mobilgas Economy Run. They averaged 23.9 miles per gallon for 840 grueling miles—showed you can improve your car's performance if you do what they did—keep your car in tip-top shape—have carefully use your Mobilgas dealer's products and services. That's how to get all the going mileage your car can deliver!

Mobilgas  
SPECIAL



## Escape Costly Freeze-ups!

• Protect radiator and engine with Mobil 1—the high-quality balanced alcohol blend that gives safe, long-lasting protection at low cost. Or use Mobil Premium—an approvedethylene Glycol anti-freeze. Or filling *with oil* in a water-tight cooling system.



# PROTECT THAT CAR



# on the Weather!



## Protect Your Engine!

- Have used summer oil drained, and replaced with fresh, heavy-duty Mobilil Arctic for unsurpassed *Triple Action*—easier cranking with instant flow of oil to all parts—protection against wear, deposits, corrosion—peak operating economy!

## WINTERPROOF Your Whole Car!



- Get synthetic *Mobil Lubrication* for chassis friction points. Protect costly gears with *Mobilube Gear Oil*. Mobil Care also safety checks lights, windshield wipers, etc.

- Have your battery checked. If necessary, charge it—or replace with new *Mobil 20 Battery*. It lasts 1 1/2 longer—saves 5¢—stronger—costs no more!



- Your friendly Mobilgas Dealer will carefully examine your tires for cuts, bruises and dangerous wear. He'll inflate them to proper pressure. If you need new tires, ask him about *Mobil Deluxe Custom Tires* with those extra miles built in!



# NOW

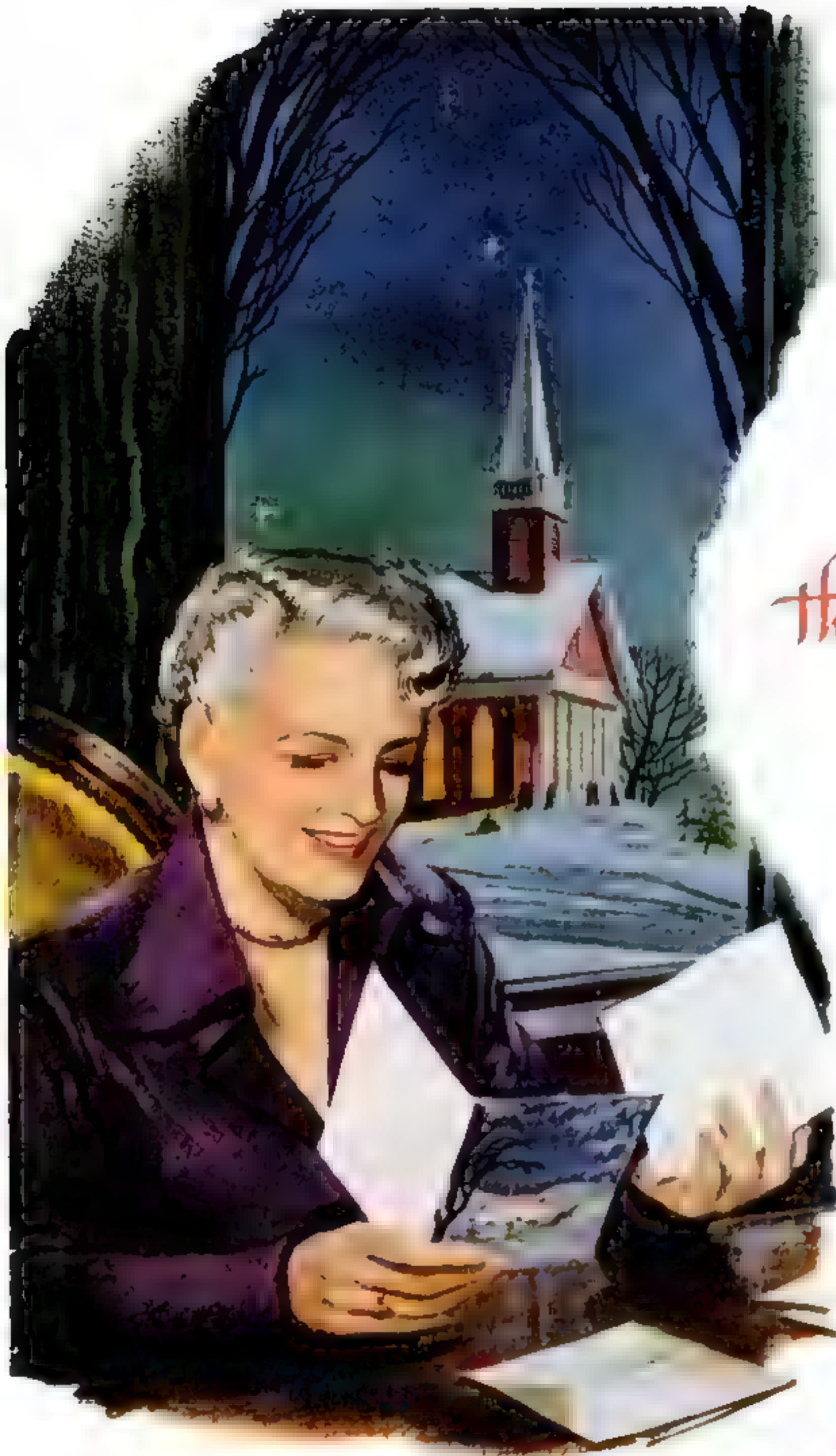
*At Your Friendly Mobilgas Dealer's!*



## Mobilgas

SOCONY-VACUUM





# Let the spirit of the first Christmas be your greeting—

The immortal story of Bethlehem instills new hope in our hearts each Christmastime. What a warm, deep satisfaction will be yours this year to know that you have remembered friends and loved ones with these Gibson Christmas Cards, so eloquently expressive of the *true* meaning of Christmas.

A compliment to your thoughtfulness and good taste . . . Gibson Cards are so unmistakably the *very* finest!

**Silent Night Assortment**  
The story of this familiar Christmas carol, with words and music. Box of twelve beautiful cards—\$1.00

**Religious Assortment**  
Quotations from the first Christmas story beautifully illustrated in full color. Twelve cards—59¢

**Christmas Carol Assortment**  
Colorful scenes picturing best-loved Christmas carols, with separate music to be played or sung. Twelve cards—\$1.00

**"Old Masters" Assortment**  
Exquisite color reproductions of famous paintings with appropriate greetings. Box of fourteen—\$1.00  
*Slightly higher in Canada*



## GIBSON Christmas Cards

GIBSON ART COMPANY • CINCINNATI, OHIO  
Publishers since 1850

THESE AND MANY OTHER FINE GIBSON CHRISTMAS CARDS...NOW AT BETTER STORES





AT UNION SQUARE shoppers stream along 14th Street between Ohrbach's and S. Klein's (i: rear).



FOR \$7.95 OHRBACH'S HAS SHORT BALL GOWN WITH A SEVEN-YARD HEM. PIN IS \$2.49

# 14<sup>TH</sup> St. Fashions

PLUCK, STAMINA AND \$10 WILL GET A SHOPPER A HIGH-STYLED COPY



BARGAIN HUNTERS clutch at the unadvertised specials announced over the loudspeaker at Klein's.

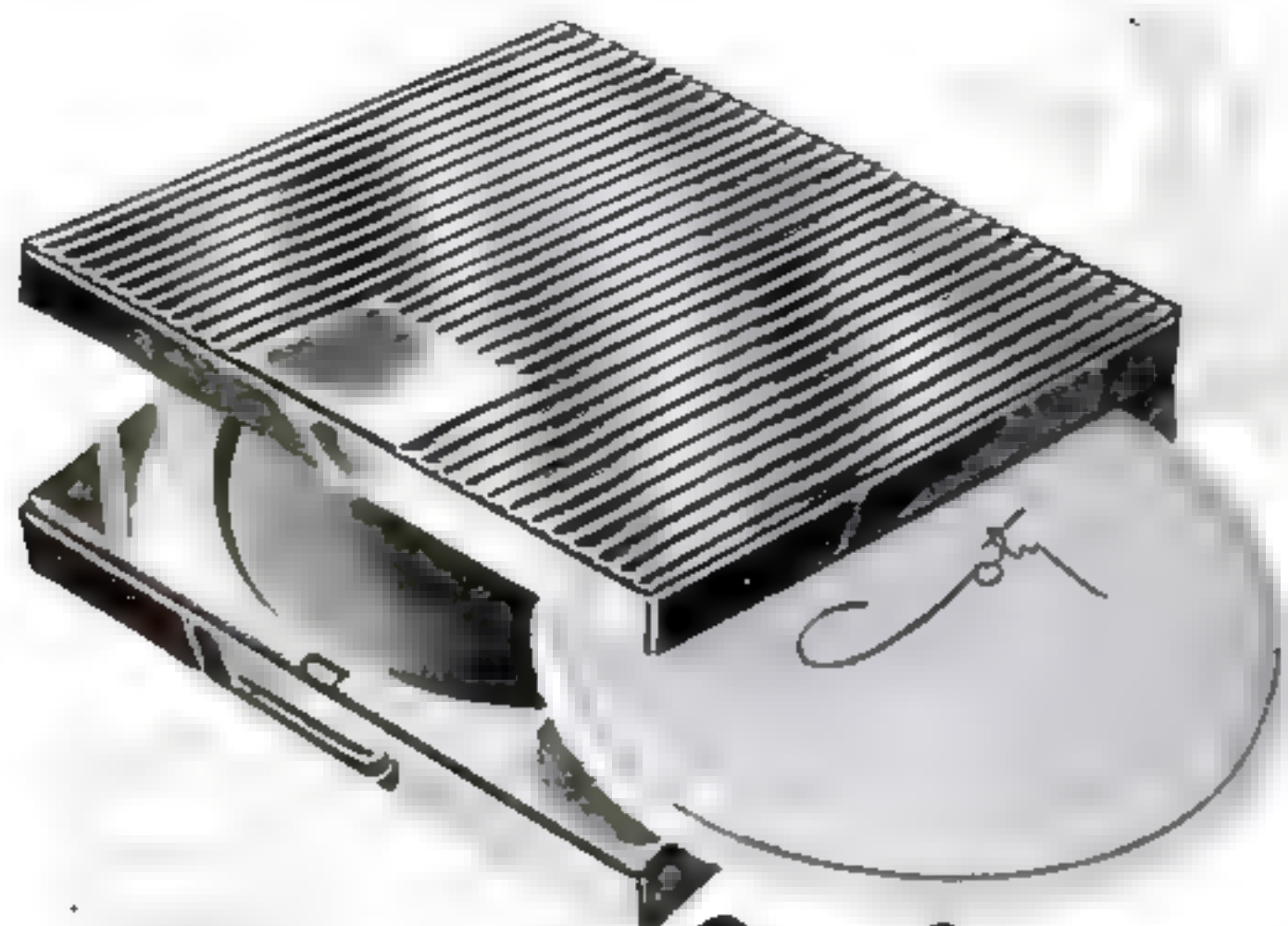
To most American women 14th Street means a fat lady struggling into a girdle which she has just snatched off a bargain counter. This happens, but New York's dusty, bustling downtown shopping center—which sells nearly \$100 million in ready-to-wear garments a year—is getting more of a soignée look. Customers must still pay cash, fight for their own selections and carry them home, but the strong and persistent can find some of America's best split-second reproductions of high styles at low prices (*above*). To prove it *LIFE* last week sent some models with stamina and a \$10 bill apiece to 14th Street. Their discoveries are recorded on these pages.

Without the expense of salesclerks, deliveries, charge accounts or alterations, 14th Street garments sell at about half the average retail mark-up. The wholesale cost itself is lowered

by bulk purchases from the nearby, inexpensive garment industry and by off-season buying from big-name designers who want to keep their factories busy. It is the prospect of getting garments like these, rather than dog-eared sale merchandise, that draws the biggest crowds.

The oldest store on the street, S. Klein's handles 250,000 customers on a peak Saturday. Klein's once sold 29 mink pieces in 20 minutes. Last year the store bought up 9% of the world supply of expensive Chinese cashmere. At Ohrbach's, a younger, more sedate emporium, no sales are advertised but customers are advised that they can find the latest French fashions at prices guaranteed to be the lowest in town and a plushy "Oval Room" is set aside for special plums. But even for a Balenciaga copy, on 14th Street the rule of cash-and-carry still applies.





**Cova Loosprest**

COMPACT 275

plus 15¢ Fed. Tax

If she likes her powder spill-proof, give this  
slim, golden COVA with a patte of "Air Spun"  
Loosprest Powder in L'ORIGAN fragrance.

For loose powder fans, the same vanity costs only 2.00. No Fed. Tax

from the **COTY**

GALLERY OF FRAGRANT GIFTS

Year in and year out  
you'll do well with the  
**HARTFORD**



—all forms of fire,  
marine and casualty  
insurance and fidelity  
and surety bonds.

See your Hartford agent  
or insurance broker

**HARTFORD FIRE  
INSURANCE COMPANY**

**HARTFORD ACCIDENT  
AND INDEMNITY COMPANY**

**HARTFORD LIVE STOCK  
INSURANCE COMPANY**

**HARTFORD 15, CONNECTICUT**



**TRY MINT PATTIES**  
in the new irresistible  
**Nibble-size**

bittersweet chocolate coating...  
creamy peppermint center.  
no bigger than a nickel.



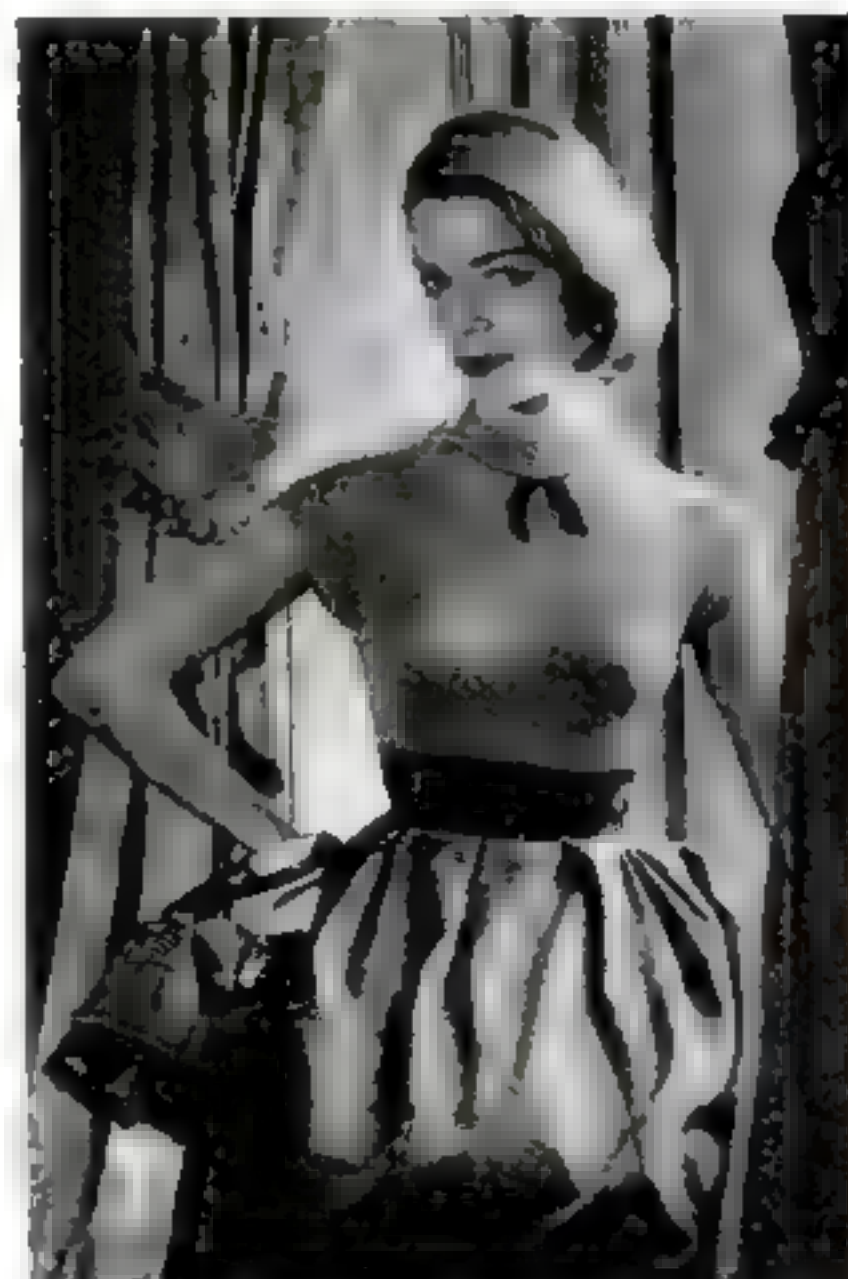
Large economy pack.  
Also available in 5¢  
and 10¢ packages.

**Welch's  
Junior Mints**



**\$9.50** Party dress  
in red velveteen with scoop  
neck basque top, full skirt  
and tight push-up sleeves  
comes with its own orno-  
line underskirt (Ohrbach).

**\$7.95** Afternoon  
dress in oyster ottoman  
faile is trimmed with black  
velvet (Ohrbach). Small  
velvet hat is \$2.50, rhine-  
stone clips are \$1.49 each.



**\$ .89** Sweater has  
gold button and ribbon tab  
on its turtle neck. Wool  
skirt with elastic waist-  
band is \$5.95, plaid canvas  
bag is \$2.45 (all from Lane).



**\$8.50** Town dress in red-and-black checked rayon and wool has dolman sleeves and buttons down front. Crocheted cloche is \$2.49 (both S. Klein's).



**\$4.95** Street suit in gray corduroy has peg-top skirt, green, gray and yellow striped jersey bolero, short cape jacket. Small visored cap is \$1.49 (both Lane).

**\$6.50** Dinner dress is street-length mushroom-pleated purple crepe with a black velvet belt. Worn with it are long black jersey gloves at \$1.89 (Ohrbach).



CONTINUED ON NEXT PAGE



**Here's the best highball  
you've ever tasted!**



**is the reason**

Ordinary soda water won't give you *Blend-ability*. Neither will plain water. Only Sparkling Canada Dry Water has *Blend-ability*—the ability to point up the flavor of any drink ... to make all drinks taste better. It is the result of these Canada Dry exclusives:

**Exclusive "Flavor-Balanced Formula"**—an expert blending and balancing of important mineral salts.

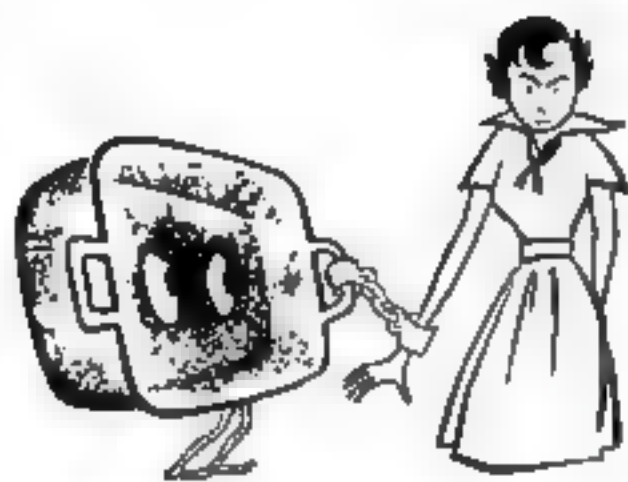
**Exclusive "Pin-Point Carbonation"**—creates millions of tinier, longer-lasting bubbles that keep your drink lively longer.

**Makes drinks taste better**





# THE NEW UPTOWN LOOK



Handcuffed to crusty pans?



New "Shine meter" tests prove

**BRILLO**  
gives  
**TWICE the SHINE**  
in **HALF the TIME!**

A sturdy Brillo pad-with-soap makes dingy pans sparkle! Outshines all cleansers tested!

No soaking. No scraping!

A square Brillo metal-fiber pad polishes off gummy scorch—quick!

Brillo's jeweler's polish makes aluminums shine! Brillo every day keeps your whole kitchen spotless.

Brillo now lasts longer!

**More Shines**  
**in Every Pad!**



RED box—soap-filled pads  
GREEN box—pads plus cake soap



PASTEL CARPET and soft lighting are features of Lane's (slogan: "WHERE FIFTH AVENUE FASHIONS MEET 14TH STREET PRICES"). Sign limits customer to three dresses in fitting room.



OVAL ROOM at Ohrbach's has no dresses from stock on display. Customers who want to see its "hidden stock," more expensive styles by name designers which are kept out of sight and touch of crowds, wait patiently for help of clerk.



BALMAIN IMPORT bought by Gladys Ohrbach (right), president's wife, is shown to fashion coordinator. Copy will be \$49.50. Gainsborough on wall is from store owner's collection.



Keep this  
bottle handy  
for fast  
effective  
headache  
help!

For best results, use cold water. Follow the label, avoid excessive use. Bromo-Seltzer is a product of Emerson Drug Company.



5¢

I'm a fierce and terrible pirate  
I've a super treasure, too  
It's a box of HEIDE JUICYFRUITS  
I'm splittin' with my crew

HENRY HEIDE, INC. NEW YORK, N. Y.



# Now, with her Zenith Hearing Aid, Mother can **HEAR** as well as Dad and Sonny!



## ZENITH ROYAL

**\$75**

Tiny, light-weight, in beautiful golden finish. Complete, ready to wear. See also the Zenith "Super Royal" especially designed for severe hearing loss. Same fine features. Same low price.



## Give the Gift of Hearing

ONLY **ZENITH** HEARING AIDS  
GIVE YOU ALL THESE QUALITY FEATURES

**Exclusive, New, Patented Permaphone**—assures excellent performance even under extreme heat or humidity. Resists deterioration; saves upkeep costs. Performs where others often fail.

**Reserve Battery Switch**—insures continuous hearing in event of "A" battery failure.

**4-Way Finger Touch Tone Control**—adjusts instantly to give emphasis to high, medium, low or full range of tones covered by the instrument.

**Fingertip Volume Control**—affords instant variation of volume needed to hear anything from a whisper to a concert.

The **Royalty**  of Hearing

By Makers of World-Famous Zenith Radio, Television and FM Sets

A ZENITH HEARING AID changed mother's life. It transformed television from a trying experience to the wonderful pleasure it is. It brought her from a world of half-heard sounds to full enjoyment of family activities.

Thousands with impaired hearing have had this same experience. Even many with severe hearing loss find a Zenith Aid their means to full participation in home life, church and social activities, school and business. And these enlightened people know the wearing of a Zenith Hearing Aid is as acceptable as the wearing of glasses to correct one's vision!

Hear better or pay nothing! We believe no hearing aid need sell for more than \$75.

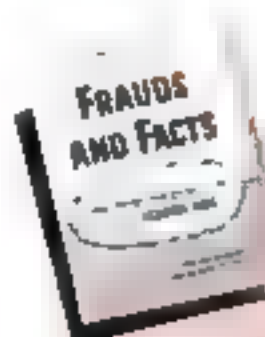
Here is Zenith's unconditional guarantee of quality: "If any \$200 aid in your opinion, in any way outperforms a \$75 Zenith, YOUR MONEY BACK (under our unconditional 10-day return privilege). You are the sole judge." Zenith Hearing Aid dealers in hundreds of cities, coast-to-coast, join in this offer. Consult your classified telephone directory.

Bone Conduction Devices available at moderate extra cost.

Look only  
to your Doctor  
for advice  
on your ears  
and hearing.



## Clip and Mail Today!



THIS  
FREE BOOK

MAY BE WORTH  
**\$10000**  
OR MORE TO YOU

Zenith Radio Corporation, Hearing Aid Division, Dept. 11424  
5801 Dickens Ave., Chicago 39, Ill.

Gentlemen: Please send me your free 24-page book that tells the whole truth about hearing aids, true and false claims, and how to buy correctly. I understand it will arrive in plain wrapper and in no way obligates me.

Name \_\_\_\_\_ (please print)

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# BAD BREATH

now made  
"Kissing Sweet"  
in seconds



**Delicious New Chewing Gum, Contains Chlorophyll,  
That Magical Green Purifier. Banishes Bad Breath from:  
ONIONS, GARLIC, SMOKING, ALCOHOL, AND MOST OTHER CAUSES**

**CLORETS** is the delicious new chewing gum that contains Chlorophyll, the amazing green purifier found in growing plants. You simply chew CLORETS, and in seconds, your breath becomes "Kissing Sweet".

You'll find CLORETS the pleasantest way to enjoy the truly astounding benefits of Chlorophyll, Nature's own purifier.

**AMAZINGLY EFFECTIVE...** CLORETS rid your breath of unpleasant odors. They actually banish most odors that make your breath offensive.

**CONVENIENT...** Chew CLORETS just as you chew any gum. If you like gum, then you'll thoroughly enjoy delicious CLORETS. You'll want to adopt CLORETS as your regular chewing gum. They're *that* good! And how comforting to know that when you chew CLORETS, your breath will tell no tales.

**LONG-LASTING PROTECTION . . .** Keep CLORETS in pocket or purse. Chew one or two *after* you eat, drink or smoke and *before* every important date. CLORETS keep your breath "Kissing Sweet".



**ALCOHOL:** After drinking, chew 1 or 2 CLORETS. Your breath will tell no tales.



**GARLIC LOVER:** Enjoy garlic and other flavorful foods without broadensing the smell. Simply chew CLORETS.



**MORNING BREATH:** Chew CLORETS. Your breath becomes "Kissing Sweet" almost instantly.



## WE DARE YOU TO MAKE THIS "BREATH TEST"

Don't accept our word for what CLORETS will do. Make this convincing test yourself. Eat onions or garlic; smoke a cigar, take a drink. Then chew 1 or 2 CLORETS. Now ask your best friend to smell your breath. She's *sure* to tell you, "Your breath is Kissing Sweet."







A GENTLE-EYED, DIGNIFIED MAN, LYONEL FEININGER POSES WITH SONS ANDREAS (RIGHT) AND LUX BEFORE HIS GEOMETRICAL PAINTING CALLED "STARS ABOVE THE TOWN"

# Feininger and Sons

A FAMILY OF MANY TALENTS EXCELS IN PAINTING, PHOTOGRAPHY AND MUSIC

One of the great modern artists living today is an 80-year-old American named Lyonel Feininger, who has produced a notable array of luminous paintings and three notably talented sons, two of whom are shown with him above. LIFE readers are familiar with the work of Photographer Andreas Feininger, some of whose photographs appear on the following pages with paintings by his father and his brother Lux. The third brother, Laurence (p. 98) is a Catholic priest and choral composer.

In spite of their various professions, all of the Feiningers share much the same interests. Lyonel is famous for paintings of clean-edged, spacious city scenes, of skimming sailboats, crotchety trains and soaring, radiant churches. Lux, who is 41, also paints boats, locomotives and city views. But, unlike his father, whose work reflects the subtle geometry of cubist art, he uses a more

realistic style that suggests a sunset world of long ago. Andreas, 44, who started out as an architect, likes to photograph the towering forms of buildings, the busy railroad yards and vast panoramas of the U.S. Laurence, 42, pursues his musical career in the town of Trento in Northern Italy. Lyonel himself, during his childhood in New York, was trained as a violinist and in 1887 he sailed to Germany to continue his musical studies. Instead he enrolled in an art school, and afterwards, for almost 50 years, continued to work side by side with such pioneers of modern art as Kandinsky and Klee. In 1936, famous all over Europe, he sailed back to the U.S. At home, fame was slow to catch up with Lyonel Feininger, but today his paintings are sought by collectors everywhere and this month he is being honored with an exhibition of his life's work at the Cleveland Museum of Art.



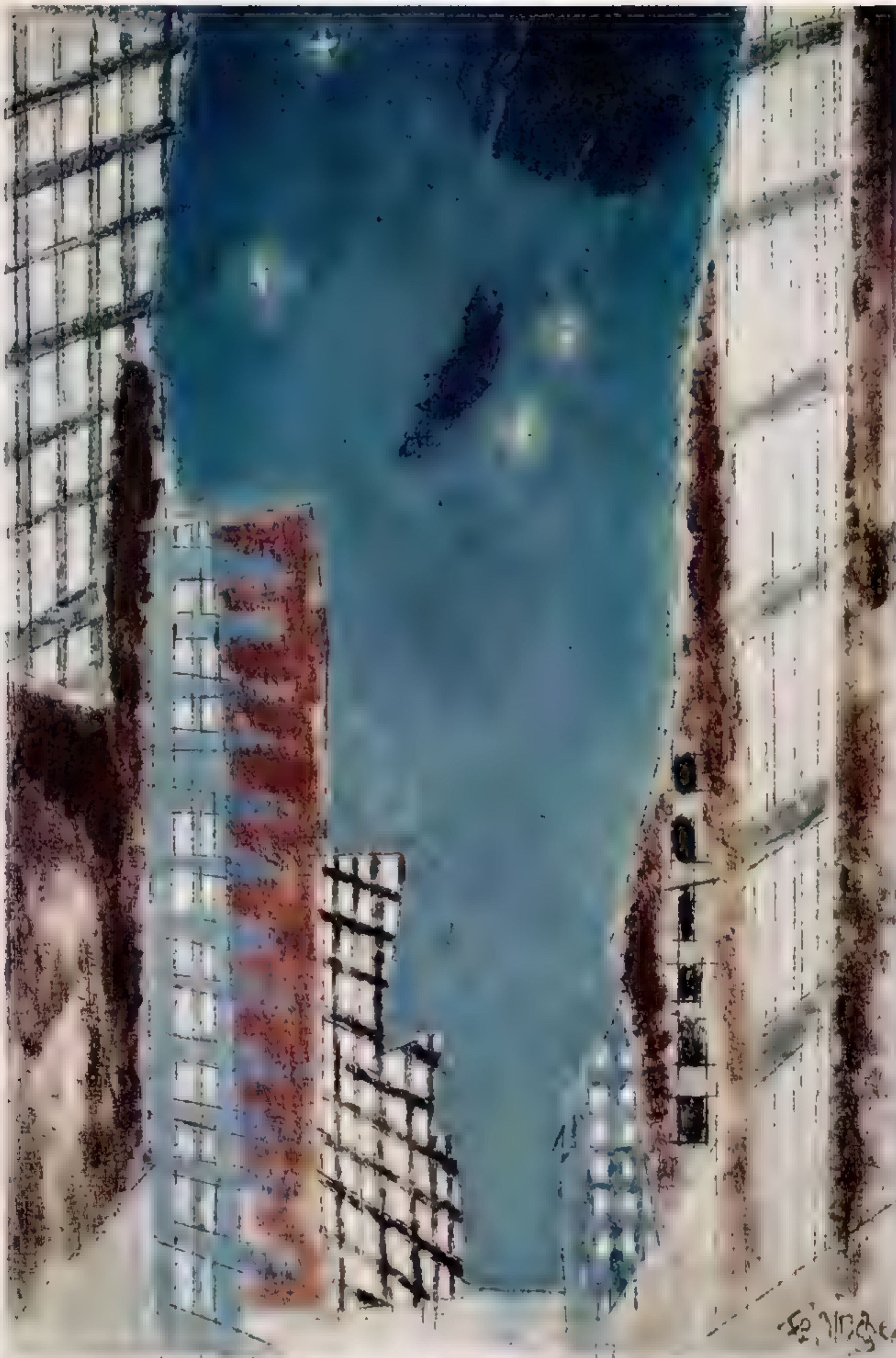


**NEW YORK HARBOR** with its majestic silhouette of skyscrapers was photographed by Andreas with aid of telephoto lens from the shore of New Jersey.



**JERSEY HARBOR**, showing boats lined up at the Lackawanna Ferry terminal, was painted by Lux in 1948. The stately tower has since been torn down.





**CITY AT NIGHT**, painted in 1911 by Ivan Chermayne in the first enthusiasm of my return to New York, "is an impression of sharp angled sky scrapers looming toward stars."





**FREIGHT YARDS** of New York Central were photographed by Andreas on the west side of Hudson River, where goods are moved from railroad cars to barges.

## Trains, tracks and toys, sharp planes of space

As a child in New York in the 1870s, Lyonel Feininger used to stand for hours on the footbridges overlooking the steaming, clamorous trains cutting across the tracks that led into Grand Central Station. At home he made pictures of the trains with their straight smokestacks, their polished steam domes and boilers banded with brass. Years later in Germany, he began to re-create the old angular locomotives he remembered from childhood, first in paintings, then in little models carved out of wood for his children (*below*). These miniature wooden trains, which stretched for yards across the floor of their home in Weimar, caught the imagination of the Feininger sons. After they came to the U.S., Lux plunged into a series of paintings of the iron horse in its Victorian heyday, while Andreas ranged among the railroad yards of New York and Chicago photographing the crowded freight lines and sleek modern engines. Lyonel meanwhile had pushed well beyond the quaintly illustrative locomotive paintings of his early days, but his later work (*right*) conveyed, in subtle and abstract terms, the same love of sharp, arrowlike movement and of vast perspectives that stirred him as a boy, perched above the New York railroad yards.



**LYONEL'S TRAINS** (*foreground*) were made 35 years ago from broom handles, dowel pins and other odd pieces of wood. In background is Andreas' photograph of turboelectric locomotive.



**BIG WHEEL LOCOMOTIVE**, painted in 1915, is Lyonel's whimsical version of brightly colored train of the past. While workmen





**DUNES AND BREAKWATERS** on Baltic coast were re-created from memory by Turner in 1840 after returning to the U.S. The vast stretches of beach and pattern

of breakwaters reflect Turner's preoccupation with perspective and planes in space, producing effect of receding lines of freight cars in Jackson Andrews' photograph.



of the engine parts and polish the brass better, patient passengers lounge about on the grass and woodpile until train is ready to go.



**OLD ENGINE**, in an imaginary scene by Lux, is a Baldwin beam truck type of the 1840s which Lux studied in museums. At right is an old side-wheeler; at left, freighters near city wharves.



Feiningers **CONTINUED**



**THE EMERALD COAST** of Brittany was conceived by Lux as a dream world of tranquil waters and billowing sails. While strollers watch from the bluffs, an

American schooner (*left*) noses past an English yacht, a huge clipper ship glides across the horizon and a red-sailed French oyster boat skirts the shore at right.

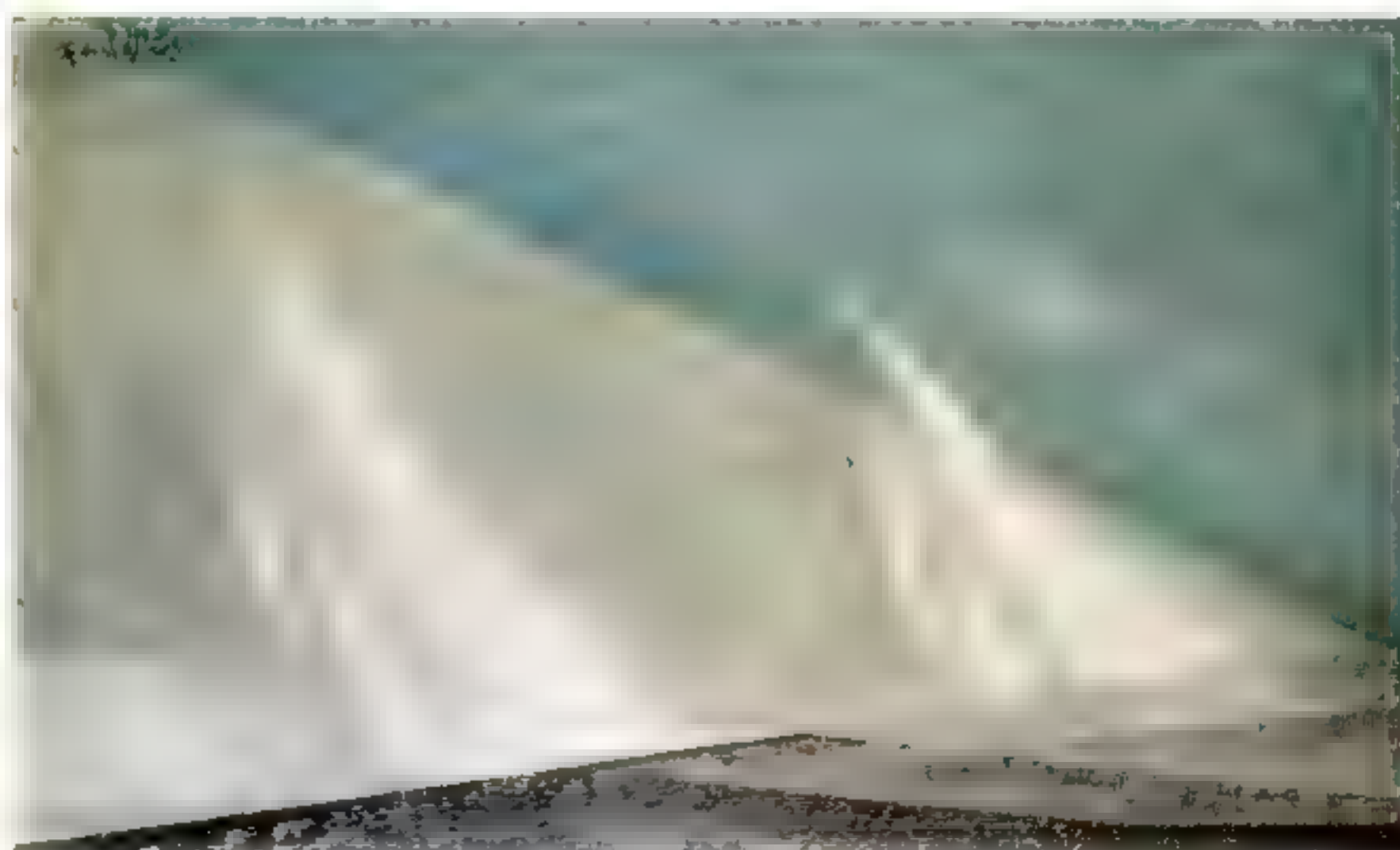




**MODEL BOATS** made by Feingers 25 years ago are repaired by Lyonel and Lux before family race on pond in New York's Central Park.

## Tiny boats on a pond, ships on dreamy seas

Side by side with Lyonel's childhood enthusiasm for trains went a love of ships. When he was not hanging over the midtown railyards, the boy roamed the East River piers to watch the paddle-wheelers or walked to the Hudson where bright sails of schooners and square-riggers angled their way along the shore. Almost every day he went to the pond in Central Park where three retired sea captains showed him how to build model boats. He kept right on building them after he went to Europe, later was joined in his hobby by Lux. Eventually an entire Feininger fleet was floated in Germany. But in his studio Lyonel began to create a ghostlier fleet of ships which moved in swift, silent races across his canvases. These paintings, in which Feininger introduced a new style of atmospheric cubism, established him as a leader in modern art. In a less abstract vein but with the same knowledgeable love of sailing ships, his son Lux painted stately vessels which, like his trains, moved through a world that had long gone by.



**YACHTS** were painted by Lyonel in 1950 as oblique shafts of white light knifing through dark waters, to convey the speed and the tension of the racing sailboats.





**CHURCH OF GELMERODA** near Weimar was visualized by Lyonel as a spiritual, nonmaterial structure of light, glowing like rays from a stained glass window



# PROM'S wonderful promise to you - This easier, lovelier home permanent needs no neutralizer-*takes every time!*

*HERE'S THE NEW EASY METHOD. Just one simple operation; 30 minutes after applying Prom's wonderful new lotion discovery, rinse with water - your wave neutralizes itself automatically as it dries!*

No chance for "bad luck" because PROM offers you the "just right" lotion for your own type of hair.

Now yours - the loveliest wave in the world - even if ordinary permanents have failed. For new PROM is the *only* home permanent with a special lotion for *your* type of hair; it is *guaranteed* to "take" every time, and to last 4 months or more. And new PROM is far easier to use. It's *easy* to apply the lotion. It's *easy* to rinse your hair with water 30 minutes later. That's all you do. Only PROM brings you this new waving discovery. There's no neutralizer to fuss with. And no guess-work, because neutralizing is automatic with PROM. When your hair dries naturally, your beautiful PROM wave is *in to stay!* PROM's automatic neutralizing leaves your hair in better condition, and it holds sets better, too. There are 3 types of PROM to choose from, and one's "just right" for you. For a lovely, easy-to-manage wave with the soft, silky look of naturally-curly hair, promise yourself a PROM today!

Wonderful for children, too!

Surprisingly, children's hair is resistant. But SUPER PROM "takes" beautifully, even if ordinary permanents failed. Special directions are easy... children don't have to sit still as you dab and drip neutralizer. And PROM's so pretty... soft, natural-looking curls that last for months!



The only home permanent with a special lotion for your type of hair. VERY GENTLE PROM is for easy-to-wave hair, and for bleached, dyed or tinted hair, as special directions show. REGULAR PROM is for normal-to-wave hair; leaves it soft, easy-to-manage. SUPER PROM is for hard-to-wave hair, or a "curlier" permanent, and for children's hair, too.

**PROMISE YOURSELF A PROM TODAY!**

**FOR AN EASIER WAVE - PROM keeps its promise!**

No neutralizer to fuss with; no sitting and waiting. PROM neutralizes itself automatically, for the easiest wave ever!

**FOR A LOVELIER WAVE - PROM keeps its promise!**

The special PROM lotion for your type of hair insures the softer wave, the natural-looking curls you've always wanted. Leaves hair in better condition.

**FOR A LONGER-LASTING WAVE - PROM keeps its promise!**

PROM's automatic neutralizing is safe, sure, *complete*. Gives the strongest end curl of any waving method... a wave guaranteed to last 4 months or more.

**FOR A FAIL-PROOF WAVE - PROM keeps its promise!**

PROM guarantees a lovelier, more natural-looking wave, even when other permanents fail. You'll find PROM perfect for children's resistant hair.

USE ANY PLASTIC CURLERS

*Prom's  
Guarantee*

PROM Home Permanent will take every time, give you an easier, soft, natural-looking wave that lasts 4 months or more - or your money back. That's PROM's promise. If you don't agree, write a letter telling your reasons, and mail it with a package top to PROM Cosmetics, 4th Floor, Merchandise Mart, Chicago 54, and the full purchase price will be refunded.





**"I FOUND THAT IT WAS EASY TO HAVE PERFECT HEARING AGAIN!"**  
says Lewis Beers, telephone company manager, New York City



**"EVEREADY"**

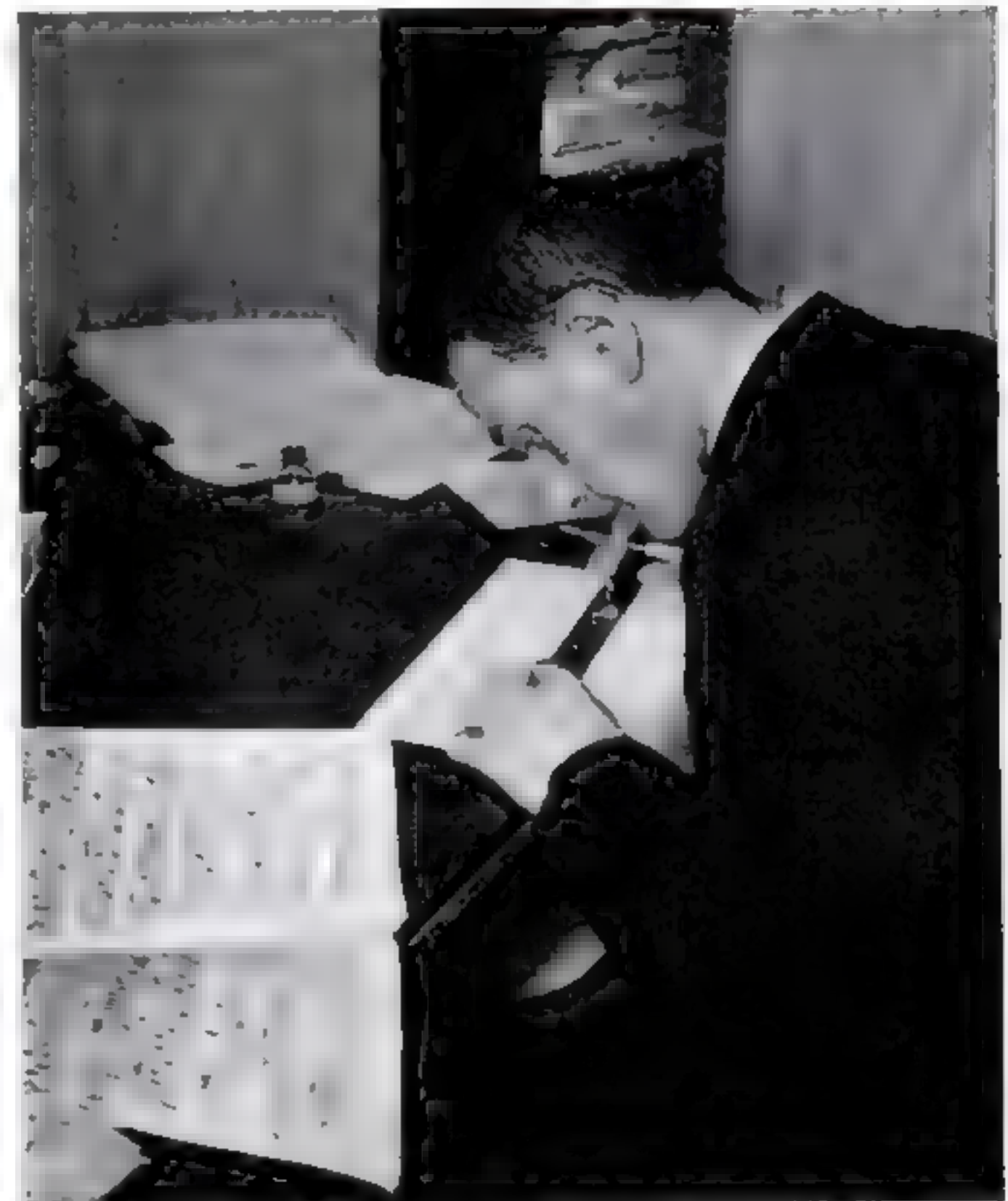
BRAND

**HEARING-AID "A" and "B" BATTERIES**

*Ask your hearing-aid dealer*

The term "EVEREADY" is a registered trade-mark of Union Carbide and Carbon Corporation

**NATIONAL CARBON COMPANY**  
A Division of Union Carbide and Carbon Corporation  
30 East 42nd Street, New York 17, N. Y.



**IN HIS STUDY** Laurence rules out measures on score. From church archives he obtains ancient manuscripts which he transcribes into modern music terms.

## The musical Feininger

In still another field of the arts Laurence, the third Feininger son, has dedicated himself to music. Trained as a musicologist, he originally was employed in the Vatican library, delving into choral and instrumental manuscripts. In 1947 he became a priest but kept right on with his musical studies. This devotion to music appears to be another of Lyonel Feininger's remarkable paternal bequests and one he himself inherited. When Lyonel was born, his father was playing a Beethoven quartet in the next room. Long after he had abandoned a violinist's career, Lyonel continued to play ensembles with fellow artists and, later, with his sons. His style in painting he attributes to his musical training which, he says, taught him to create rhythmical patterns like a fugue and layers of color like the resonant chords of an organ. Now Laurence carries on his father's musical interests, transcribing the old liturgical scores (above) and teaching them to choral groups (below).



**IN THE CHURCH** Laurence plays the organ and beats time for a male chorus. He has trained four choirs, plans to take them to Rome for public concert.



New!  
Smart!  
Beautiful!

## Treasure Island

### Gift Decanter

Here's a treasure that's a pleasure to give or to get . . . the Kentucky Tavern *Treasure Island* Gift Decanter! And it's full of that same good Bonded Kentucky Straight Bourbon that, year after year, more and more people call "The Aristocrat of Bonds."  $\frac{1}{2}$  Qt.

SAME PRICE AS  
REGULAR BOTTLE



Companion *Treasure Island* glasses by Libbey to match your Decanter available at leading stores everywhere.



# KENTUCKY TAVERN

Kentucky Straight Bourbon Whiskey—  
100 Proof. Distilled and Bottled-in-Bond under  
Supervision of the United States Government.  
© Glenmorrie Distillers Company, Louisville, Kentucky

NO OTHER BOND CAN MATCH THAT KENTUCKY TAVERN TASTE



# ENJOY AMERICA'S No. 1

## HOT WHOLE WHEAT CEREAL



**No. 1 Natural Protection!** New Instant Ralston—the warm-up, build-up cereal—is whole wheat...double-rich in wheat germ...double-rich in what doctors say is needed daily for energy, steady nerves, alert minds, good appetites.

**No. 1 Convenience!** Quicker to fix than any other hot cereal. *Cooks in just 10 seconds!*

**No. 1 Flavor!** Rich heart-of-wheat flavor that's delicious! Preferred by millions.

**No. 1 Popularity!** More people enjoy Instant Ralston than any other hot whole wheat cereal. Get some today.

### KIDS LOVE IT

Served these different ways



- Cook in milk instead of water. Makes it extra-creamy...extra-good!
- Top each serving with a mixture of granulated sugar and cinnamon.
- Add a dash of nutmeg or allspice to the milk or cream.

P.S. You can also get 5-minute Ralston. Same fine protection. Only difference is in cooking time.



...and Remember

COSTS  
LESS THAN  
**2¢**  
A SERVING

**An Ounce of Protection in Every Bowlful**



# THE PLAY'S THE THING ON TV

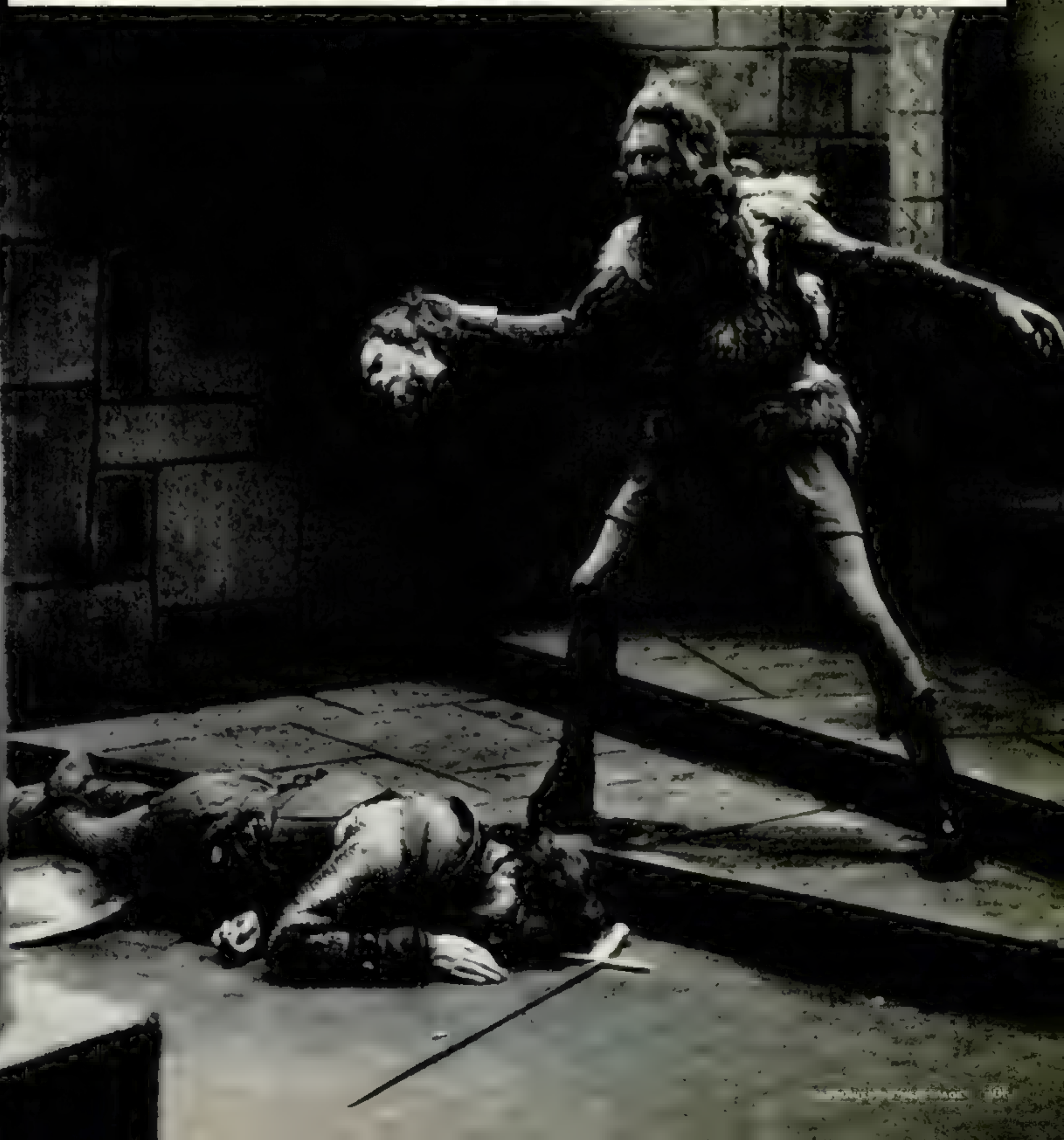
The traditional fate of Macbeth has been that he loses his head, but always off stage. In a recent production of *Macbeth* on CBS's *Studio One* the murderous king was decapitated in full view of the TV audience. The camera shows the sword whipping down, then the head held up (right). This chilling climax, which spared Actor Charlton Heston's handsome head, was a liberty which *Studio One*

took in its effort to turn a classic into competition for TV's strong fare of who-lunatics.

*Macbeth* highlighted a week which saw stage and movie stars in an impressive series of TV plays. On these pages LIFE examines some of the presentations whose range and excellence explain why dramas are becoming the most stable and satisfying fare now on TV, rivaling even variety shows and sports events.



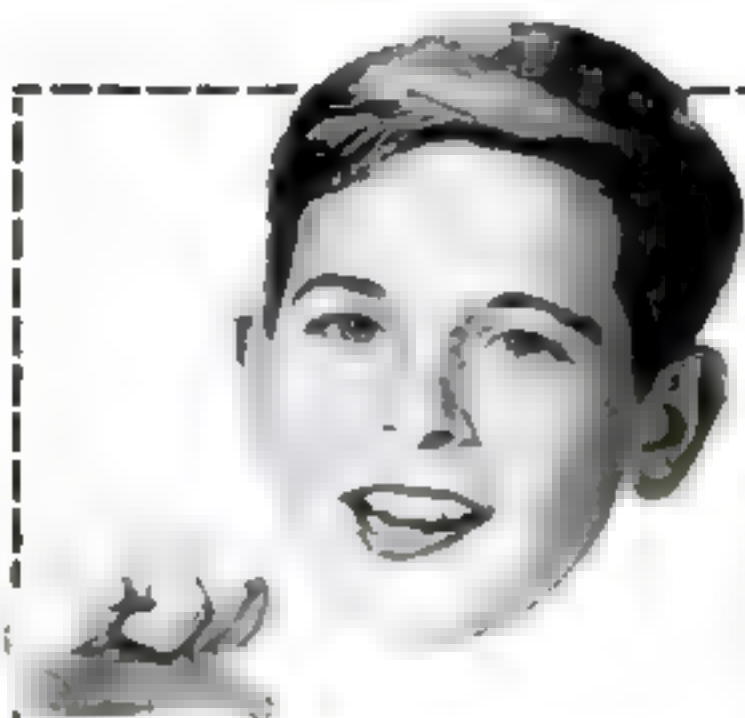
**ON SCREEN** Macbeth's severed head is held by Macduff. Body (below, with head) is not seen.







Who wouldn't be  
**HAPPY?**



I've found something  
**GOOD!**



these wafers of  
chocolate made by

**ROCKWOOD**

Enjoy these solid wafers of rich smooth chocolate in four delightful flavors: mint—green pack, rum—red pack, nonpareil—blue pack, milk chocolate—brown pack. Try some today!

For chocolate that's good,  
say **ROCKWOOD**

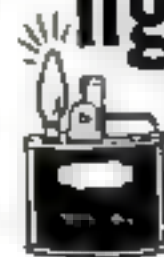


MARGARET SULLAVAN MEMORIZES HER LINES IN BARE REHEARSAL HALL

## SULLAVAN DOES NOEL COWARD PLAY

Riding the new popularity of drama shows, the *Schlitz Playhouse* (Fridays—CBS) broke all television records by paying \$4,000 for the TV rights to Noel Coward's *Still Life*, on which the film *Brief Encounter* was based. For the expensive cast it hired Margaret Sullavan and Wendell Corey. The show turned out to be one of the best ever seen on TV. Within three weeks the *Playhouse* has presented such well-known stage and screen stars as Helen Hayes, David Niven and Rosalind Russell.

actually costs  
you less...for  
world's finest  
lighter 'flint'



Ronson Redskin 'Flints' are your best buy because: ① They are much longer than ordinary 'flints'. ② Actually give you more lights per penny. ③ Make your lighter function at its best, by giving plenty of good, strong sparks with a minimum of pressure. When you need lighter 'flints', insist on the best. Insist on extra length Ronson Redskin 'Flints'.



15¢

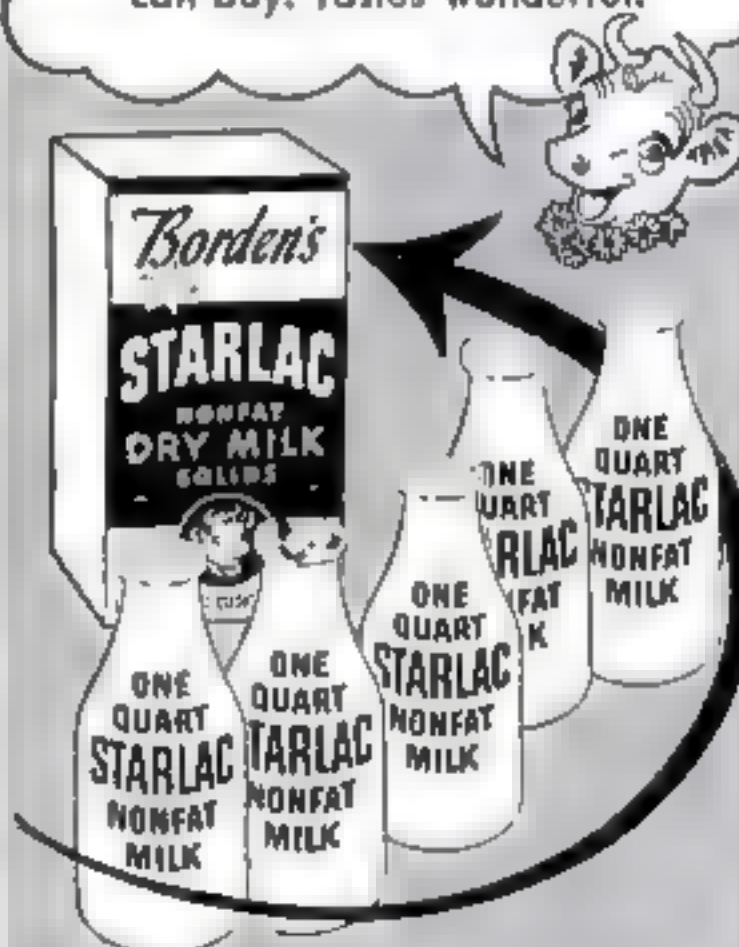
Best for ALL 'flint' lighters

EXTRA-LENGTH

**RONSON REDSKIN 'FLINTS'**

P.S. Use Ronsonol Lighter Fuel, too.

My new Starlac gives you all the minerals, proteins and B vitamins found in the best milk you can buy. Tastes wonderful.



1-pound package

Borden's

**STARLAC**

makes 5 quarts

nutritious nonfat milk

for as low as 40¢\*

© The Borden Company

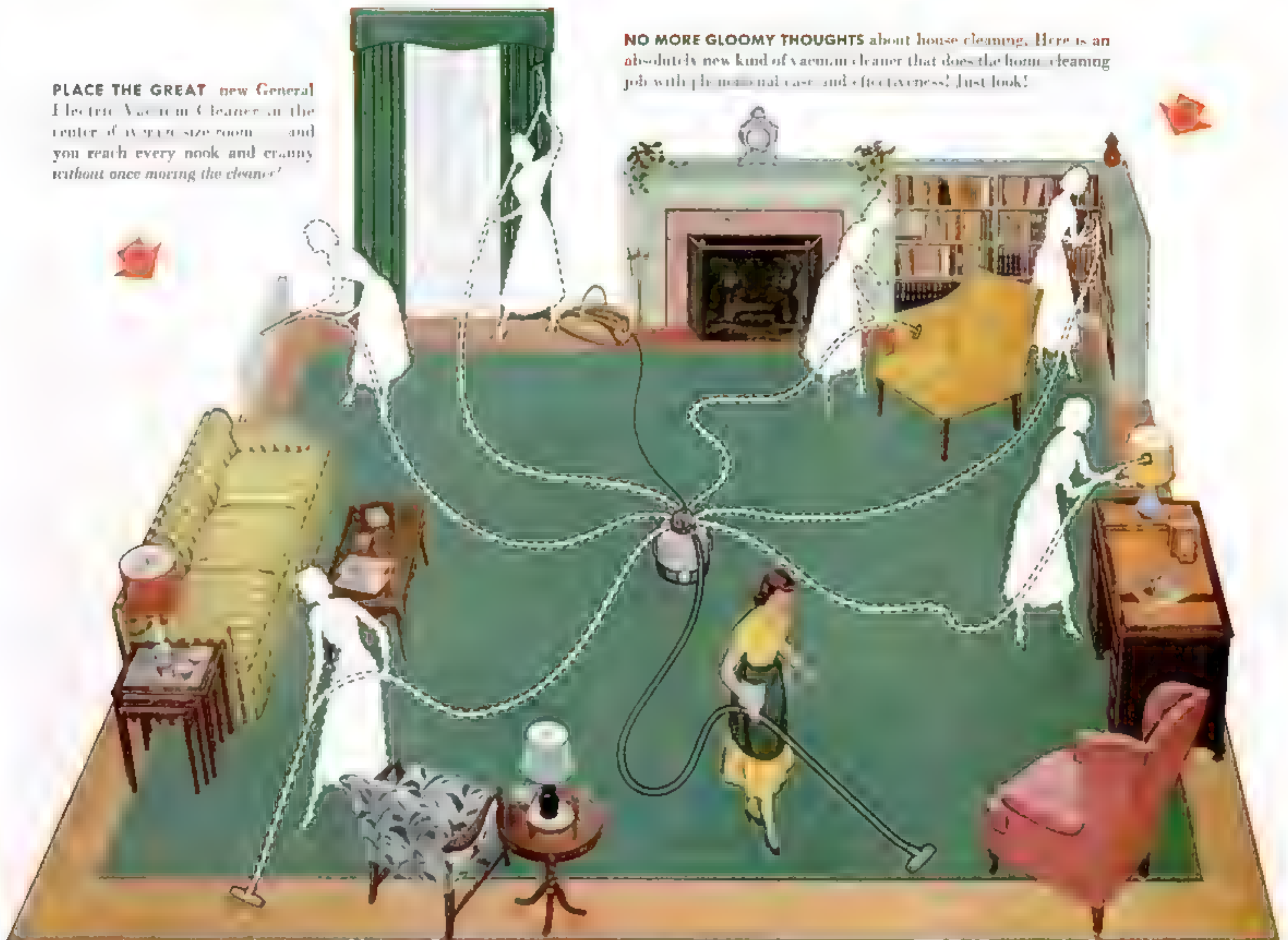
\*Slightly higher in some areas



# "Reach-easy" cleaning is here!

**PLACE THE GREAT** new General Electric Vacuum Cleaner in the center of a large size room — and you reach every nook and cranny without once moving the cleaner!

**NO MORE GLOOMY THOUGHTS** about house cleaning. Here is an absolutely new kind of vacuum cleaner that does the house cleaning job with phenomenal ease and effectiveness! Just look!



Guaranteed by  
Good Housekeeping  
since 1917

MODEL AVC-815 complete with  
caddy and 10 attachments.

**1. Clean a whole room without moving the cleaner!** You simply place the cleaner in the center of the room, then — since the unique swivel-top rotates — you reach every corner without the usual tug of war! That's "Reach-easy" cleaning!

**2. Dirt-getting ability maintained as bag fills!** G-E engineering and gravity work together to keep the suction head free of dirt — hence this cleaner, unlike other cleaners, doesn't lose its cleaning ability as the bag fills!

**3. Larger disposable bag than any**

other cleaner! Just throw the dirt away, bag and all. And because the G-E "Throw-Away" bag is extra-large — it has to be replaced only a few times a year!

**4. At last here's a cleaner with a soft, gentle, air exhaust.** It's quiet, too — the air-cooled motor is mounted in live rubber and cushioned with everlasting spun glass. And there's no radio or television interference.

You'll be proud to own this great new General Electric Cleaner. And you'll agree that with its complete set of versatile "non-scratch" attach-

ments (some of which are shown in use above) . . . it is one of the *handsomest* appliances ever to wear the G-E monogram!

Unfortunately we're unable to make as many of these new cleaners as we would like to, so your dealer may not be able to give you immediate delivery. But do be patient. This General Electric Cleaner is the finest made . . . well worth a short wait.

General Electric Company, Bridgeport 2, Connecticut.

Trim and specifications  
subject to change without notice.

See The New G-E Garry Moore TV program Monday, Wednesday, and Friday Afternoons, CBS-TV.

**GENERAL**  **ELECTRIC**



*Time for Ideas—* a timely service from the meat industry



The kind of meaty stew that men like and an impressive dish in all but cost. Easy recipe on the next page.

## Bring the Boss— He'd like it, too!

### *"Dinner Party" Stew*



Guaranteed not to strain the budget, for this is another example of the many wonderful new meat dishes that women are making from familiar, inexpensive cuts.

One of the most praiseworthy things about a woman, as you will agree, is her ability to take simple, modest things and put new sparkle and appeal into them.

Here is an example of what any woman can do with stew right in her own kitchen.

Haven't you noticed that many a dish that goes by fancy names in the finest restaurants is simply a stew to which an idea has been added?

In these days of inflated dollars, every new idea for turning budget-priced cuts into eye-appealing and appetite-provoking main dishes helps spread the meat money over more of the week's meals.

That is why the meat industry is using these pages each month to pass along ideas like this one that are helping women meet the challenge of the times with typical feminine ingenuity.

**There's as much protein  
in a pound of stew meat as there is  
in a pound of sirloin steak**

All meat furnishes complete, high-quality protein—the right kind of protein with all of the essential building blocks needed for growth . . . for tissue repair . . . for blood regeneration . . . to build resistance to infection and to aid in recovery from illness. That is why meat is called "a yardstick of protein foods"; why it is a key element in the modern reducing diet.

Meat is also an excellent source of essential B vitamins, including B<sub>12</sub>, the newly discovered vitamin you've been hearing so much about.

**AMERICAN MEAT INSTITUTE**  
Headquarters, Chicago • Members throughout the U. S.

Nourishing **Meat**—a yardstick  
of Protein foods





# Idea with Stew—

or, how to turn a few pieces of meat into a dish that's worth its weight in compliments!

New glamour for  
an old stand-by...

## "Dinner Party" Stew

As a main dish should, this Dinner Party Stew is always good for quite a bit of appreciative table talk, whether you serve it to the family or to guests. To see how good it will look on your table, look at the full-color photo on the opposite page. To find out how easy it is to make, just try the kitchen-tested recipe below... real soon.



### Basic Secret

If there's one secret of success for a stew, it's long, slow cooking. Many stews require as much as three hours' cooking time. The pan should be covered and the liquid should *simmer* (bubble very slowly). The stew is done when the meat cubes are tender when pierced with a fork.

Another important pointer is to add a relatively small amount of liquid at the beginning of the cooking period rather than "drowning" the meat. Two to three cups—enough to barely cover the meat—usually is sufficient. More may be added during the cooking.

Meat stock used in place of water gives a richer flavor. A good quick stock can be easily made by dissolving bouillon cubes or a few teaspoons of meat extract in water.

Onions add a lot to a stew, too. Use plenty of them.

### Endless Variations

If there's one good reason for the popularity of stew, it's the many easy variations that can make it a something-different dish every time you serve it. For example:

**Vary the meat**—you can make your stew with beef, veal, lamb or pork.

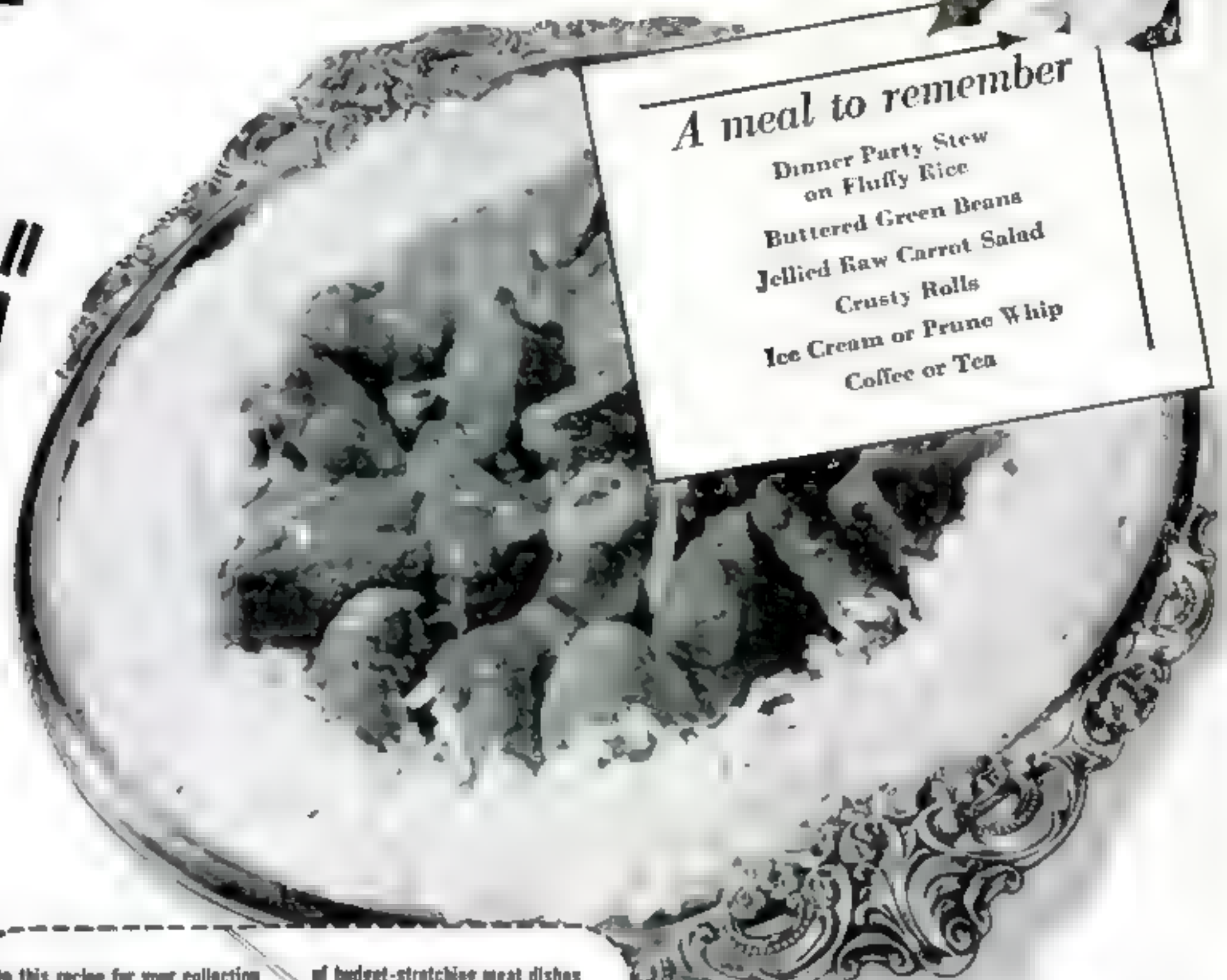


**Vary the vegetables**—there is an infinite number of combinations of vegetables you can use. Besides the familiar potato-carrot-onion trio, use tomatoes, baby lima beans, green peas, celery, leeks. Just go easy on such highly flavored vegetables as parsnips and turnips.



**Vary the seasonings**—the judicious use of seasonings points up the flavor of the stew and gives it individuality. A few suggestions are garlic, caraway seeds, paprika, Worcestershire sauce, a bay leaf, or a pinch of marjoram, thyme, curry powder or chili powder.

What you serve with it can give a new slant to stew and, at the same time, stretch the good flavor of meat further in the meal. Serve your stew with rice, with noodles, with dumplings, in individual casseroles, as meat pies, as a "meat shortcake" over biscuits.



### A meal to remember

- Dinner Party Stew on Fluffy Rice
- Buttered Green Beans
- Jellied Raw Carrot Salad
- Crusty Rolls
- Ice Cream or Prune Whip
- Coffee or Tea

Clip this recipe for your collection of budget-stretching meat dishes

## "Dinner Party" Stew

*an old-country favorite brought up to date and made easy for modern homemakers*

- 1 pound lean beef chuck, cut into thin strips 2 inches long, or small cubes
- 3 tablespoons flour
- ¼ teaspoon salt, dash of pepper
- 3 medium onions, sliced
- 3 tablespoons fat
- ½ cup tomato juice
- 1½ cups meat stock\*
- 1 teaspoon sugar
- ½ cup sour cream
- 1 small can mushrooms (optional)

\*or 1½ cups hot water in which three bouillon cubes or 2 teaspoons beef extract have been dissolved.



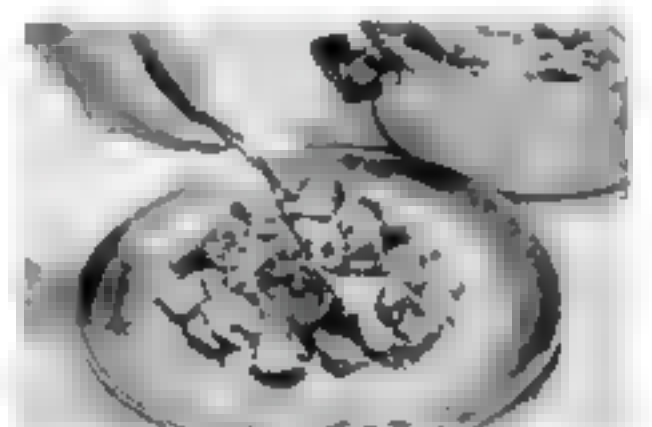
1. Roll strips or cubes of beef in flour mixed with salt and pepper. Brown meat and onions in hot fat 10 to 15 minutes.



2. Add tomato juice, meat stock and sugar. Bring to boil, then reduce heat, cover pan and simmer gently 1½ hours, or until tender.



3. When meat is tender, blend in sour cream and mushrooms. Stir well as you bring stew to a boil. Add salt and pepper to suit taste.



4. Serve in a rice ring or simply on cooked rice. (Another good complement for this dish would be buttered noodles.)



### Shopping for Stew Meat

Most good cooks agree that, whether it's beef stew, lamb stew or veal stew, the ideal meat for stewing comes from the shoulder, which, fortunately, is one of the most economical cuts. Since we're talking about beef stew here, that means chuck (your meat-man's name for beef shoulder).

Stew meat should be reasonably lean but not all lean.

One pound of boneless meat made into stew serves four people for one meal, but since stew tastes as good reheated as it does fresh-cooked, you may want to make enough for a second day.



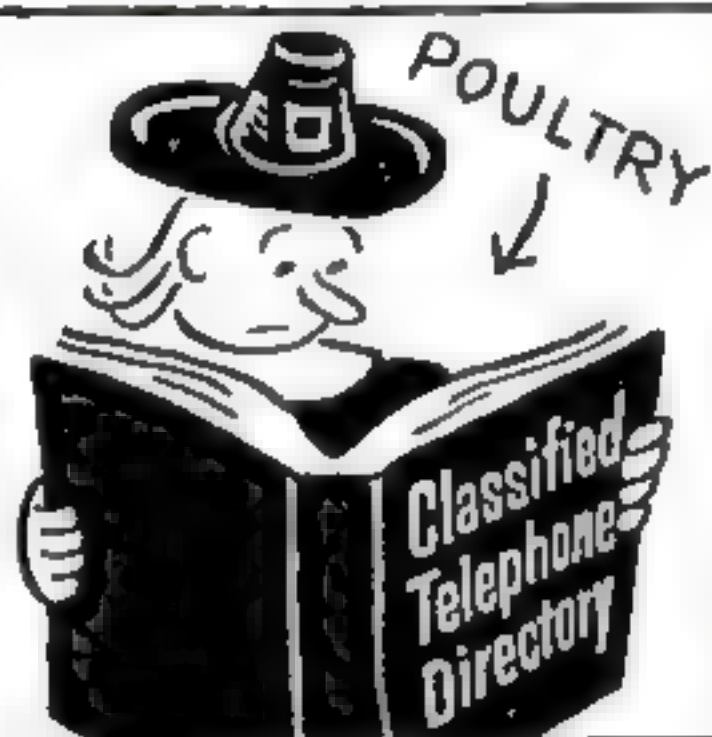
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## A NEW FILM SCRIPT IS TRIED OUT BY ROSALIND RUSSELL

Rosalind Russell used her television debut on the *Schlitz Playhouse* to try out a script she already had bought as a movie vehicle. In the play, *Never Wave at a Wac*, Miss Russell was a U.S. senator's daughter whose social pretenses cost her a husband and the respect of her father and daughter. Falling for an Army major, she pulls strings to wangle a WAC captaincy so she can get an assignment as her swain's aide. But

she finds herself being sworn in as a private (above) instead of as an officer and put under the command of her daughter, a sergeant. She totes garbage, suffers multiple indignities and faces an ignominious discharge before she is assailed by a wave of *esprit de corps* which turns her into an efficient rookie and returns her ex-husband to her arms. Happy with her script, Miss Russell prepared to go back west to do it for the films.



## PAMELA BROWN IS IMPORTED FROM ENGLAND FOR ONE SHOW

The most prestigious development in television drama this year was the purchase by *Celanese Theater* (ABC) of rights to outstanding contemporary plays written by members of the Playwrights Company. Giving each author a royalty of \$2,000 and the privilege of supervising the TV adaptations, *Celanese* already has presented Eugene O'Neill's *Ah, Wilderness!*, Rachel Crothers' *Susan and God* and Maxwell Anderson's *Winterset*. Other plays will include Elmer Rice's *Street Scene*,

Sidney Howard's *Yellowjack*, O'Neill's *Anna Christie* and Robert Sherwood's *Reunion in Vienna*. The casts have been as good as the best on Broadway, and for *Susan and God*, *Celanese* went to the extreme of flying British Star Pamela Brown from London to New York. Miss Brown gave a fine performance as the fluttery and evangelistic heroine. In the bedroom scene above she displays varying emotions, but mainly vanity, while listening to the pleas of her estranged husband.

CONTINUED ON PAGE 109





## Are you always Lovely to Love?

At important moments like this . . . underarm protection must be complete.

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ONLY FORMFIT MAKES *Life* BRAS, GIRDLES, FOUNDATIONS.

## TV Dramas CONTINUED



**IN ROCKEFELLER PLAZA** Julie Harris, cast in play as a girl inventor, is picked from an actual crowd of sightseers by street interviewer Ben Grauer.



**SPRINTING TO STUDIO** from Plaza, with two minutes to make it, Julie runs so fast she outraces her police escort.



**IN STUDIO** Julie works on invention, a \$2.14 portable TV set. Man detailed to watch her breaks her heart, but she finally wins him on a Radio City roof.

## COMEDY PART MAKES JULIE HARRIS RUN

By building up its own stable of authors the *Television Playhouse* (Sunday—NBC) has been able to present original plays in all its first five shows. One of the best, *October Story* (above), written by David Swift and directed by Delbert Mann, was distinguished both by the acting of Julie Harris, which her audience could see, and by her running, which wasn't shown. Because actual settings, such as Rockefeller Plaza, were used, Miss Harris had to dart from the Plaza to the TV studio. She made the half block over and eight floors up in 90 seconds flat.



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"Because it's the friendly way to travel—that's why I always go Greyhound! Aboard a SuperCoach, you meet so many interesting, neighborly people... everybody seems to have a good time. Here's another thing. By Greyhound, I can afford little trips almost every weekend—and still save plenty for my big vacation trip!"

**"Who, us?"**

We're going south for the Winter, and we know we can relax and enjoy the scenery—with such careful drivers."

**"Who, me?"**

I go for the low fares. A G.I.'s pay won't stretch far, and Greyhound fares are easy on my pocketbook!"

**"Who, me?"**

I'm just plain tired of using my car on business trips. Now I sit back in an easy chair, free from driving strain!"

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*Yes, all of you — pamper all of you with*

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Have ¼ oz. of Calvert put in one glass and the same amount of any other whiskey in another—without knowing which is which.

2.

Sniff one brand for *aroma*. Taste it critically for *smoothness*. Swallow carefully to judge its freedom from bite, burn or sting.

3.

Taste the other whiskey in the same analytical way—then pick the one that really tastes better to you.



## Let your own taste decide!

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We believe you will switch to

smoother, mellower Calvert, because it is blended to your taste—a taste established by a "Consumer Jury" of thousands of folks like you.

But if you still prefer another brand, stick with it. *Fair enough?*

**Calvert Challenges Comparison**  
with any whiskey... at any price!





# JIMMY ALMOST GETS TO BE INDIAN CHIEF



**GREAT IOWAN CHIEF**, Chief White Cloud (1784-1834), whose picture in St. Joseph Museum is shown to children by Jimmy, once was injured walking out second floor window he thought was on ground floor.



BEFORE CEREMONIES JIMMY GETS HIS FACE PAINTED BY HIS UNCLE DAN, OF WHOM HE IS VERY FOND

## 16-YEAR-OLD VIES WITH UNCLE FOR LEADERSHIP OF IOWA TRIBE

More than a hundred years ago the Iowa Indian tribe, which not long before had been one of the main tribes between the Mississippi and Missouri rivers, sold its lands around St. Joseph, Mo., and moved west. But most Iowans continued to think of St. Joseph as headquarters and their chiefs always lived near there. Since the present chief, 60-year-old Dan White Cloud, moved about 10 years ago to Oklahoma, the St. Joseph newspapers recently proclaimed that his departure left the office vacant and named Dan's nephew, 16-year-old Jimmy Rhodd, as the new chief. Jimmy, who is vice president of his high school class in St. Joseph and a direct descendant of the tribe's founder, was to have been installed as chief two weeks ago in St. Joseph.

But although he seemed to care little for the duties of office and had even forgotten some of the tribal songs, Uncle Dan was jealous of his title. Hurrying back to St. Joseph, he announced that he was still chief and named as his heir apparent his own son James, who lives in Kansas. He thought, however, that Jimmy should be honored as the "outstanding brave" in the St. Joseph area and held an Iowan song and dance festival for his nephew.

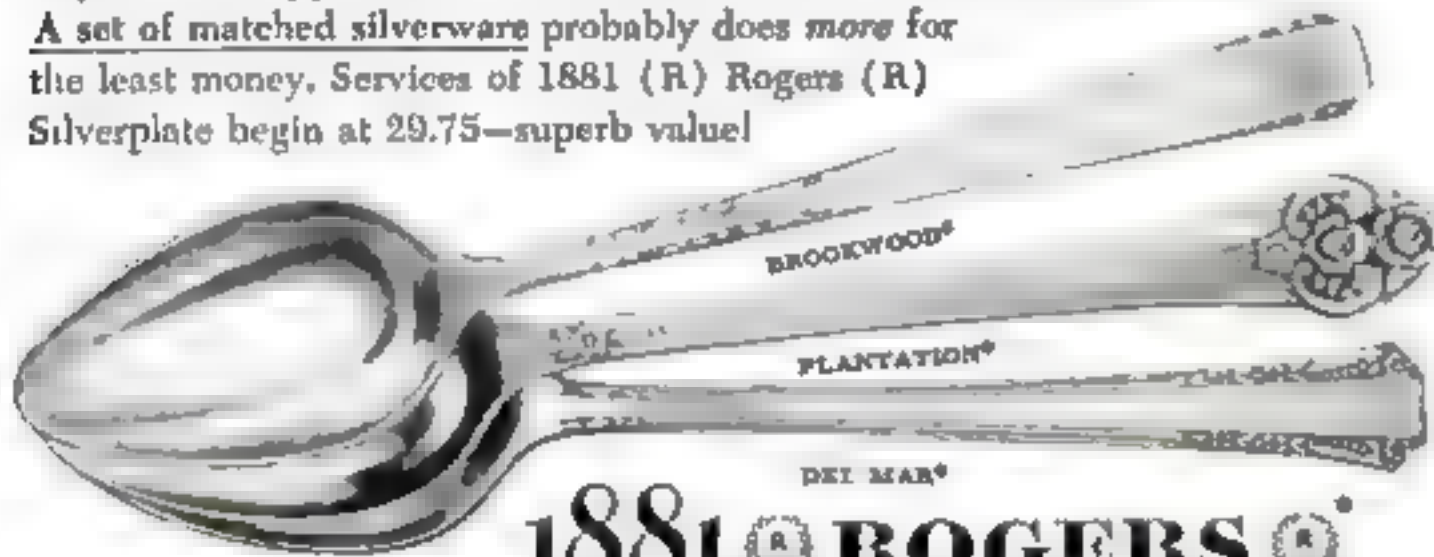
Not satisfied, Jimmy's mother appealed to the Indian committee in Falls City, Neb. which handles Iowan affairs. They agreed that Jimmy should be chief of all Iowans except in Oklahoma. Uncle Dan to the contrary, Jimmy hopes now to become a real chief sometime this month.





Send 10¢ for NEW 16-page booklet with 100 tips on "Good Taste Today," Box A-21; Oneida, N. Y.

**Fork for French fried potatoes!** It's neater to eat French fried potatoes with your fork . . . unless they are thin and crisp, in shoestring form, in which case fingers are fine. The good taste of your table appointments tells as much about you as your table manners. A set of matched silverware probably does more for the least money. Services of 1881 (R) Rogers (R) Silverplate begin at 29.75—superb value!



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**1881 ROGERS**  
SILVERPLATE by ONEIDA LTD.



**JIMMY'S COMPETITOR**, James White Cloud (right), sets up teepee before ceremonies with his father. James works in aircraft plant in Wichita, Kan.

**MEN!**  
**DIM**  
that  
**"FACE SHINE"**  
with  
**MENNEN**  
Talcum FOR MEN!



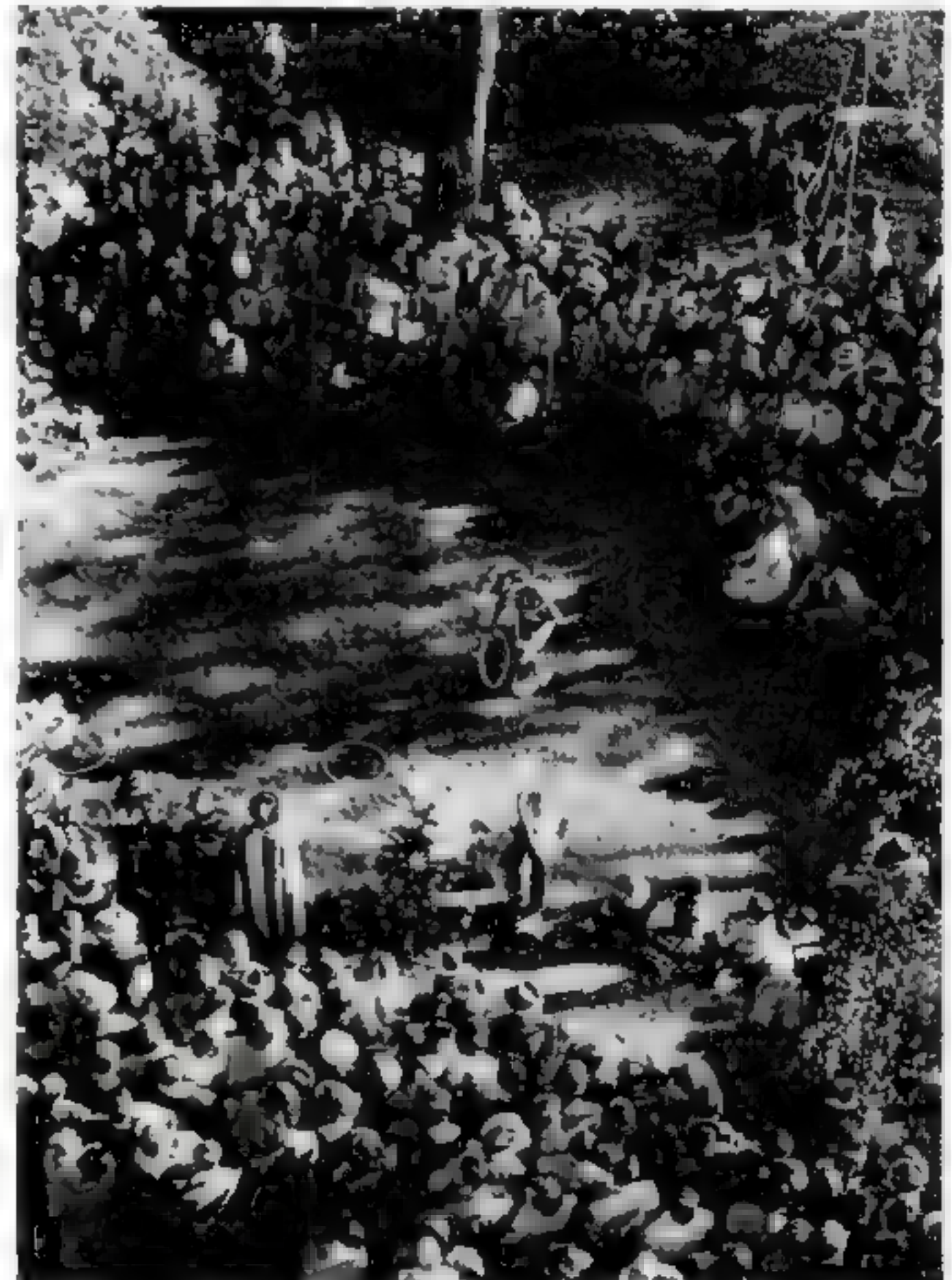
- ★ Use Mennen Talcum after every shave and later in day to hide whiskers!
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More cold sufferers get relief from Luden's Menthol Cough Drops than any other cough drop!



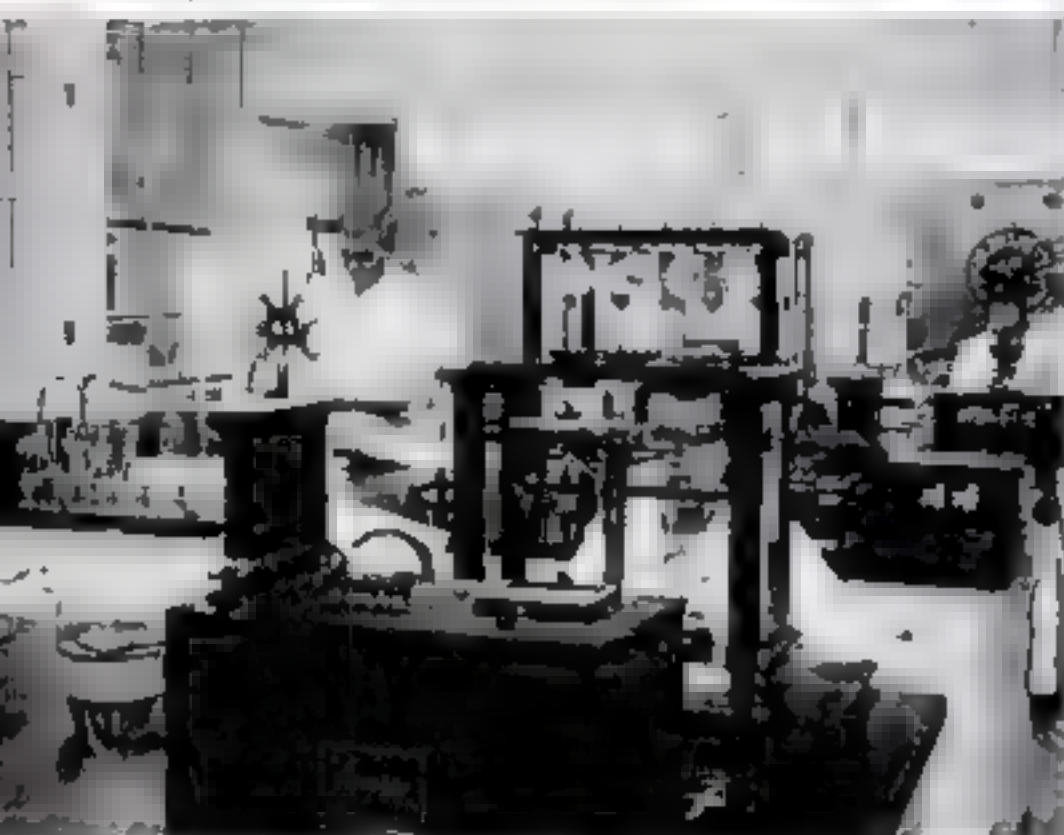
**TRIBAL DANCES** are performed before Jimmy (in headdress, right foreground). Jim does not know any Iowan dances, hopes to learn some this month.

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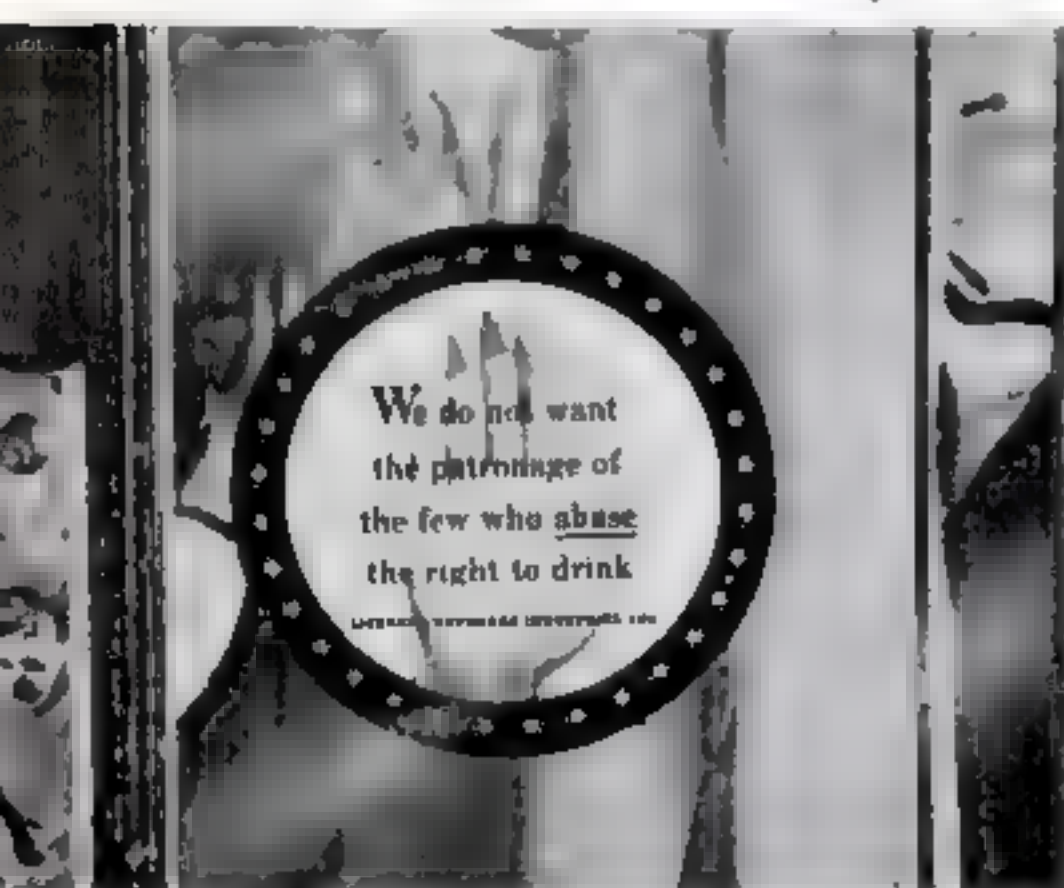
**THE QUALITY AND PURITY** of today's legal, tax-paid liquor is taken for granted. Yet behind it is a multi-million dollar investment in plants and equipment, inventories and distribution facilities. These fermenting vats reflect the hospital cleanliness of the modern legal distillery.



**FROM BEGINNING TO END**, today's legal distilling is one precise laboratory check after another, in contrast to the haste, carelessness and open filth of "moonshine" operations.

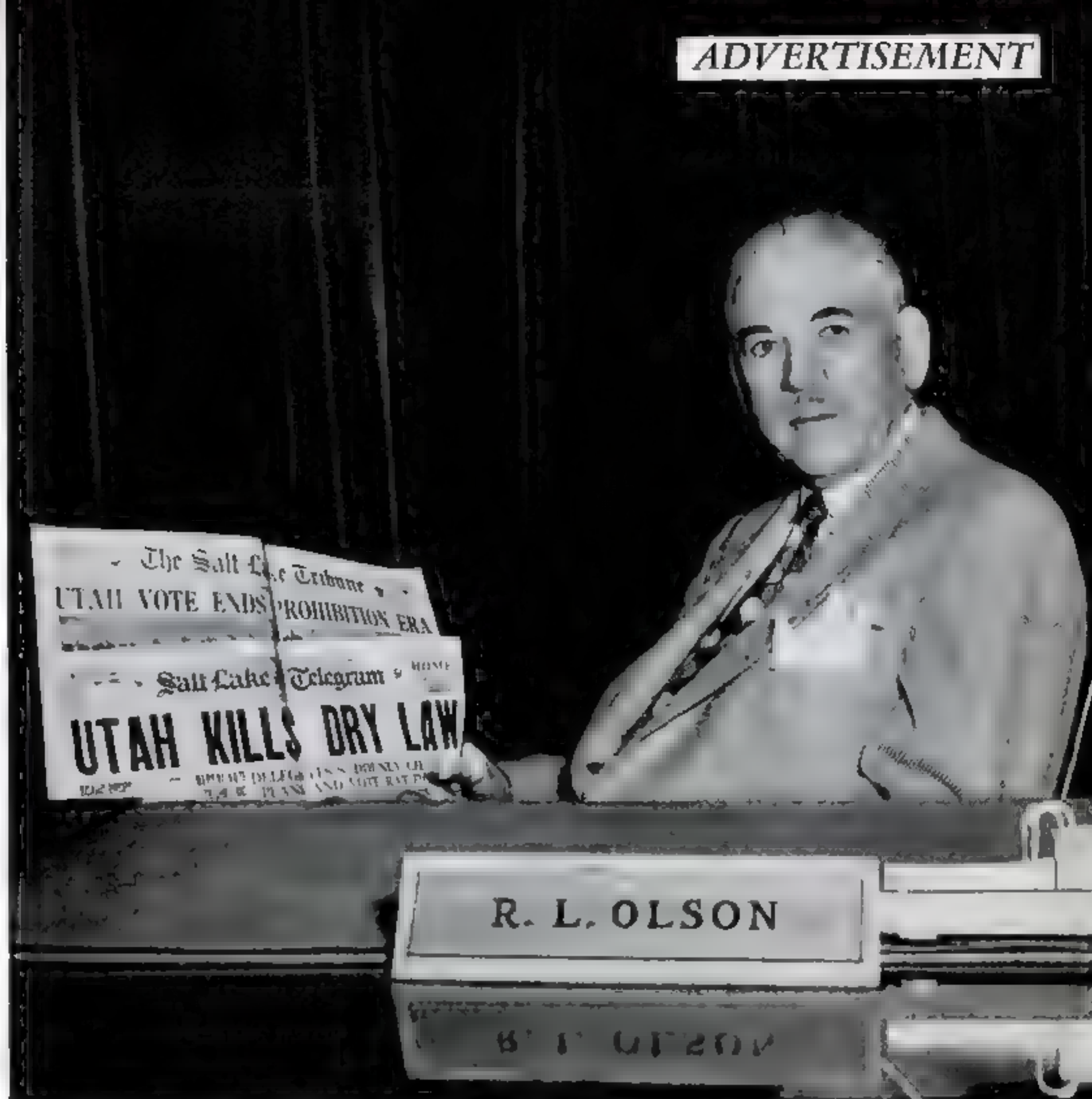


**THESE BOTTLING LINE ATTENDANTS**—and over a million other men and women—earn a respectable living in the production and sale of legal alcoholic beverages. Equally important, legal liquor has meant \$33 billion in Federal, State and local taxes since Repeal in '33.



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R. L. OLSON, DENVER, COLORADO, DISPLAYS SALT LAKE CITY NEWSPAPERS WHICH HERALDED THE END OF PROHIBITION. UTAH WAS THE "KEY" STATE IN REPEALING THE 18TH AMENDMENT.

## "I HELPED MAKE IT HAPPEN!"

"On December 5th, 1933, Utah became the 36th and final state necessary to ratify the 21st Amendment and thereby abolish national Prohibition.

"I saw it happen, in the state Capitol at Salt Lake City. Indeed, as President of the Utah Constitutional Convention, which convened especially for the purpose, I actually helped *make* it happen!

"Like millions of other thoughtful Americans, I felt there was something drastically wrong with a law which was constantly violated by the most respected people in the community. There was something drastically wrong with a law that bred corruption, lawlessness and gangsterism . . . which denied badly needed tax revenue to public treasuries and put it in the pockets of racketeers.

"That had been the Prohibition record for 14 years. It was inevitably a shameful record because Prohibition *itself* was wrong; it denied one of the most cherished of American rights . . . that of personal liberty.

"When we restored that right at Salt Lake

City in '33, we restored an industry which today is a great national asset. *Legal* liquor has meant huge tax revenue, great employment, strict controls, respect for the law, a pure product, *a more wisely used product* . . . all the things Prohibition *failed* to mean.

"As an American citizen, I'm proud of my part in making all this possible."

★ ★ ★ ★ ★

Ray L. Olson, widely known Denver newspaper executive, is a native of Idaho and was a Utah businessman when he was elected president of the historic Utah Ratification Convention. Long prominent in American Legion activities, he is immediate past president of The American Legion Press Association and a former department commander and national executive committeeman. Mr. Olson's message is sponsored by **LICENSED BEVERAGE INDUSTRIES, INC.**, 155 East 44th Street, New York 17, N. Y., in behalf of the legal producers and distributors of alcoholic beverages.





ON A WHITE HORSE Jimmy poses for local snapshotters. In background is the St. Joseph Museum where the Iowan ceremonies for Jimmy took place.



FOR HIS ADMIRERS, who swarmed around him, Jimmy busily scribbles his autograph. Here he smiles wanly. Most of time expression was impassive.



OLD IOWA TERRITORY, where braves sent up smoke signals announcing arrival of French traders down river, is pointed out to Jimmy by Uncle Dan.



## Relieve the **PRESSURE PAIN** of Sore, Aching Muscles!

When muscles get stiff and lame from overexertion, don't let them "lay you up." There's a way to relieve that ache and soreness—quickly, easily!

Doctors generally will tell you that the pain and stiffness may be largely caused by pressure. Sensitive nerves are irritated. Local areas become swollen, sore. That pain you feel is Nature's call for help.



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## MISERABLE FEELING OF STUFFY



## NOSE

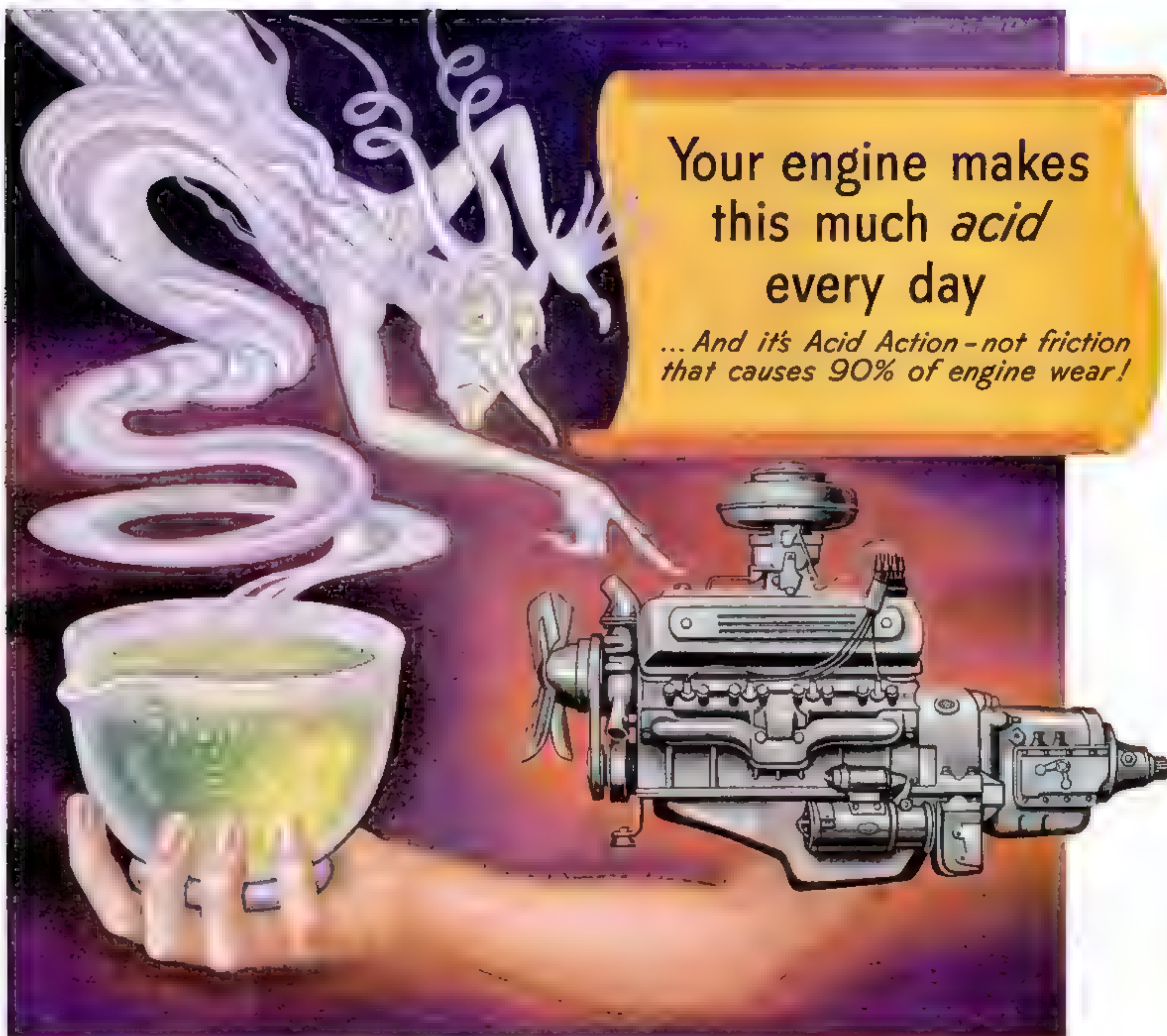
... anywhere . . . any time this handy Vicks Inhaler makes cold-stuffed nose feel clearer in seconds. By makers of Vicks VapoRub.

## GOES!

### VICKS Inhaler

Use as often as needed!





Your engine makes  
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every day

*... And it's Acid Action - not friction  
that causes 90% of engine wear!*

## NEW alkaline Shell X-100 Motor Oil neutralizes Acid Action

It's not *friction* but *acid action* that causes 90% of engine wear! To neutralize the harmful effect of the pint or more of acid formed in average daily driving, Shell Research has produced an *alkaline* motor oil—Shell X-100. Fortified with alkaline "X" safety factors, it neutralizes the acid action, prolonging the life of your engine.

The new Shell X-100 is a Premium Motor Oil. It is a Heavy Duty Motor Oil. In addition, it possesses cleansing factors which help prevent deposits that would foul your engine.

Shell X-100 is the finest motor oil money can buy. Let your Shell dealer give your engine the protection of this new alkaline Shell X-100 Motor Oil today.



***It's Incomparable!***





**MAYFAIR** Gaytees of velveteen topped with fur, are snugged close for pretty ankles. Black, sable brown, gray or blue. **MUFFIES** for little girls, have fleece linings and fur trim on red or white rubber. **BLIZZARDS** for men, have wool fleece linings, zippered closings, anti-slip soles. Black or brown.

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**GAYLACE** Gaytees, of velveteen and richly furred, protect wedge-type shoes in luxury. Instep laces adjust to heel heights. Black or sable brown. **SNO-MOCS** let mother and girls wear boots ankle. Wool cuffs, fleece linings. Black, sable brown, red, white, green. **WEDGEWAY** Gaytees give wedge shoes warm, dry refuge. Boxy toes, neat side zipper. Black, sable brown.

Don't let a scowl from winter scare you! There's freshness in the air for tingling good health when feet keep warm and dry in glamorous Gaytees for the family, and U.S. Royal Waterproofs for men.

So right now, when stores are offering wide selections, make your choice. Let everyone be as happy as snowshoe rabbits in the wonderful stormy-day style and protection of U.S. Footwear!

**U.S. Gaytees**  
Fashion Over-the-Shoe



**PAK-A-WAYS**, men's pocket-size rainy-day insurance, with pouch, to carry in coat or glove compartment. Black, russet brown. **MUSTANG** Gaytees for kiddies, let "cow-boys" revel in weather. Black and white; brown and tan; red and white. **ARGOLINER** pull-on Gaytees, keep little feet as snug as "staying in the house." Fleece lined. Russet brown, red.



UNITED STATES RUBBER COMPANY  
ROCKEFELLER CENTER, NEW YORK

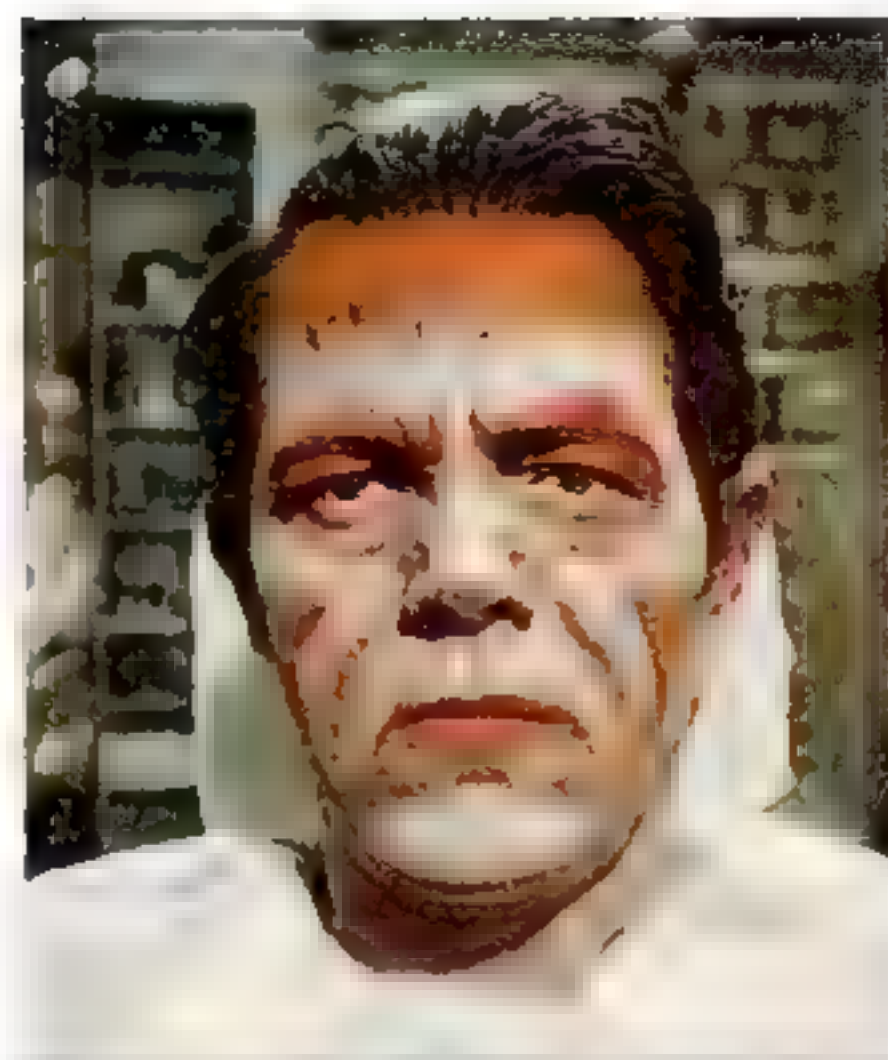


# HORROR IN A HURRY

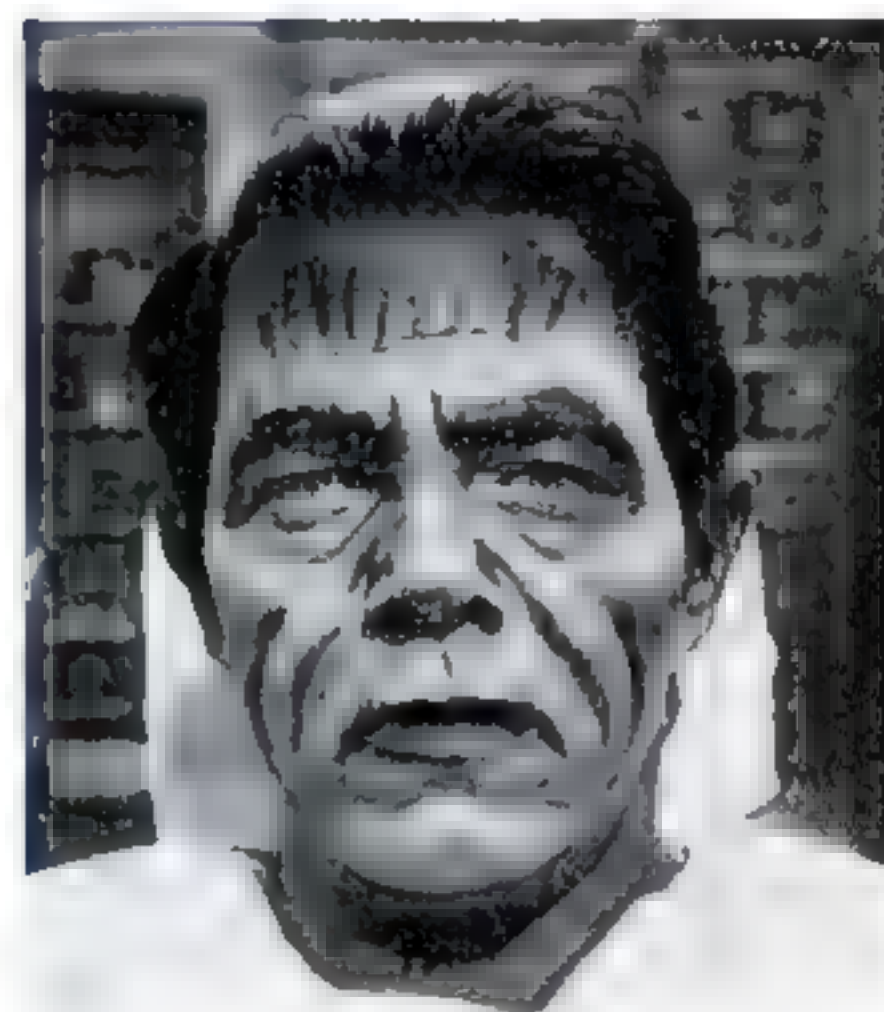
Dr. Jekyll is transformed into Mr. Hyde with a flick of a camera filter

"Evil was written broadly and plainly on the face" of Mr. Hyde, wrote Robert Louis Stevenson in his famous story, *Dr. Jekyll and Mr. Hyde*. It has been an invitation to generations of make-up men to fill stage and screen with a succession of gashed, gap-toothed, leering monsters. Generally the change from the placid high-browed face of Dr. Jekyll to the contorted one of Mr. Hyde is a complicated, time-consuming process, involving vast amounts of paint and putty. A short cut to horror is provided by

using color filters, as here demonstrated in the new Columbia picture, *The Son of Dr. Jekyll*. Louis Hayward, playing the part of the son who is eager to follow in his father's unfortunate footsteps, had his Mr. Hyde make-up put on in red paint (right). A red filter was put over the camera lens and as long as it stayed there he went on looking like plain Louis Hayward. Then he took a drink of the dreadful potion, a blue filter replaced the red, and man turned to monster with one flick of the cameraman's hand.

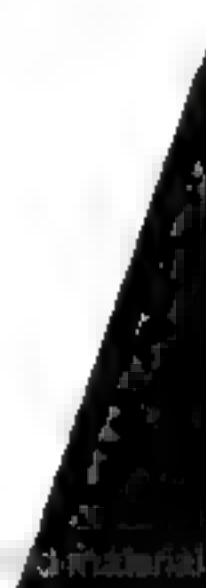


**RED MAKE-UP** gives Hayward horrendous look. This is what cameraman sees through unfiltered lens.



**THESE TWO FACES** are what appear on black-and-white film as seen by audience. Top, taken with red filter, conceals disfiguring marks, while blue filter speedily turns Hayward into the monster below.

**TWO FILTERS** placed across lens show how the red one suppresses marks, blue one picks them up.





# Enjoy some hurry-up heaven today!

Watch Minute Rice do speedy tricks no other rice can do!

MINUTE RICE  
PREPARES ITSELF  
—JUST BRING  
TO A BOIL!



## DREAM DESSERT . . . IN 22 MINUTES

**Glorified Banana Rice.** Very special for company—very easy for you! Combine in saucepan:  $\frac{3}{4}$  cup Minute Rice,  $\frac{1}{2}$  cup water,  $\frac{1}{4}$  cup pineapple juice,  $\frac{1}{2}$  teaspoon salt. Bring to boil, cover, simmer 3 minutes. Remove from heat, let stand 10 minutes. Add 12 quartered marshmallows, 6 diced maraschino cherries,  $\frac{3}{4}$  cup crushed pineapple, and 1 diced banana. Whip 1 cup cream, add 1 tablespoon sugar. Fold into rice. Chill. Serves 8 to 10. A luscious dessert—with a flavor-symphony in every gram of rice!

## SLIM-PURSE GLAMOUR . . . IN 29 MINUTES

**Cottage Supper.** Save money in style—with this wonderful main-dish delight! Brown  $\frac{1}{4}$  cup chopped onion in 2 tablespoons butter. Add  $1\frac{1}{3}$  cups (5-oz. package) Minute Rice,  $1\frac{1}{2}$  cups water,  $\frac{1}{2}$  teaspoon salt, and  $\frac{1}{4}$  teaspoon oregano or sage. Bring to boil, cover, remove from heat, and let stand 10 minutes. Serve with creamed dried beef and hard-cooked eggs. Serves 4 or 5.

MINUTE RICE  
TAKES ON FLAVOR  
AND COLOR—TO GIVE  
YOUR FOOD MORE ZEST!



## KEBABS AND PIQUANT RICE . . . IN 25 MINUTES

**Kebabs and Piquant Rice.** Combine  $1\frac{1}{3}$  cups (5-oz. package) Minute Rice,  $1\frac{1}{2}$  cups water,  $\frac{1}{2}$  cup Snider's Catsup, 2 teaspoons Worcestershire sauce, 1 tablespoon vinegar, and  $\frac{1}{2}$  teaspoon sugar. Bring to a boil, cover, let stand 10 minutes. Add 1 tablespoon butter. Place bacon squares, chicken livers, and mushroom caps on skewers. Brush with oil; season. Broil 6 to 7 minutes. Dinner's ready for four lucky people!

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THE TRIPLE-ECONOMY  
SIZE!



Get the big, new 15-oz. box of Minute Rice. Every day you'll find wonderful new things to do with this fancy, long-grained, pre-cooked rice . . . new, speedy glamour dishes, new, thrifty tricks with leftovers.



★ NO WASHING! ★ NO RINSING! ★ NO DRAINING! ★ NO STEAMING!

For perfect rice  
without the work  
\*\*\* pre-cooked

MINUTE BRAND RICE



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# A GALLERY OF HIDEOUS HYDES

Robert Louis Stevenson had a nightmare one night in 1886. Out of it came *Dr. Jekyll and Mr. Hyde*, with its disquieting symbolism of the evil hiding behind a mask of respectability in the human soul. Actor Richard Mansfield was quick to see the theatrical possibilities. He made his changes of character appear almost instantaneous, and a generation of playgoers recalled the green face of his Hyde as the ultimate in horror. Of the six movie versions to date, those starring John Barrymore (1920) and Fredric March (1932) followed Mansfield in concentrating on straightforward horror. Spencer Tracy's version (1941) bogged down in pretentious Freudian symbolism. The current Hayward film tries to make nonsense of the whole conception by indicating that Jekyll's deadly powder was simply the product of a benign psychiatric experiment.



MANSFIELD IN DOUBLE EXPOSURE



MISSHAPEN SKULL AND FALSE TEETH DISFIGURED BARRYMORE PROFILE



MARCH ADOPTED A SIMIAN LOOK



TRACY USED MINIMUM MAKE-UP



## Right OUT FRONT!



"RIGHT WHERE WE  
BELONG, WHITEY!"



"WE'VE WON OUR PLACE,  
BLACKIE. AND TODAY  
THE WORLD CALLS FOR  
BLACK & WHITE SCOTCH—ITS  
QUALITY AND CHARACTER  
NEVER CHANGE!"



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*The Scotch with Character*

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**RICH ORE** held by drill foreman at Burnt Creek was hit by mistake when drill was tested in the camp.

# RUGGED ROAD TO IRON



**SOUTHERN RAILWAY TERMINUS IS SEVEN ISLANDS ON ST. LAWRENCE WHICH WILL GET BIG RAIL YARDS**

**Steelmen hack their way into the remote northern wilderness of Canada to construct a railroad that will tap a vast and rich new source of ore**

PHOTOGRAPHED FOR LIFE BY HANK WALKER



**RUNNING THE JOB** are Jules Tunmmins (right) of Hollinger Gold Mines and Manager W. H. Durrell.

It took \$7 million just to prove there was pay ore in Ungava's windy wastelands, and it will take two or three years and \$200 million more before the first carload comes out. But the steelmen who have put up this money have no worries about their investment. At Ungava, in the remote Quebec-Labrador border area, half way between Hudson Bay and the coast, millions of tons of iron ore lie on the surface where men can kick it. It is so rich that it has assayed as high as 69% pure and so plentiful it may prove out eventually at more than a billion tons.

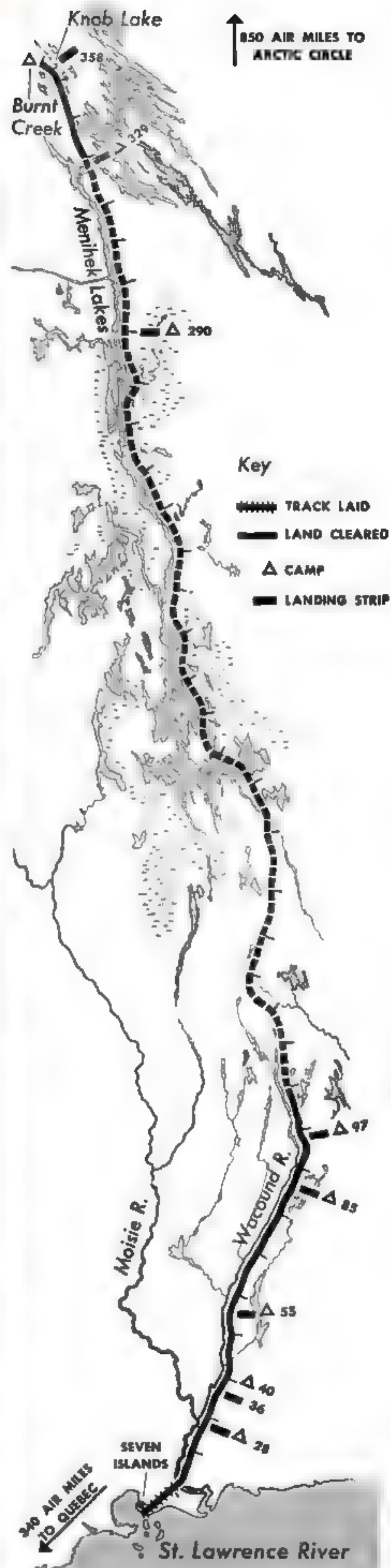
The U.S. is now gulping steel at the rate of better than 100 million tons a year, and its great domestic deposits, like the Mesabi Range, are beginning to wear thin. Ungava is only some 300 miles above the Gulf of St. Lawrence. Its ore can be shipped either up the river or down the coast, and through canals to the Great Lakes ore ports. In time of war Ungava would be more strategically located than the new U.S. sources in Venezuela (LIFE, Sept. 10), whose

ore must be shipped across the Caribbean.

But the new ore is hard to get at. The Indians named the region Ungava, "far away place," and left it to the black flies. An Indian who happened to know a geologist was there in 1936 and picked up some rock which looked so like iron that he brought it back to his friend. That started investigation and finally the formation of the Iron Ore Company of Canada, jointly owned by Canada's Hollinger Consolidated Gold Mines, M. A. Hanna Company of Cleveland and five U.S. steel companies. Today I.O.C. is building a railroad from Seven Islands, on the St. Lawrence, to Ungava. Working north, crews are blasting cliffs and bridging rivers for its path. At Burnt Creek, 358 miles away, other crews are working south to meet them. In between, men are test-drilling for ore, building camps in the wilderness. The route is rugged all the way but so varied that, while men in the south are working in forests, one camp in the north is three miles from the nearest tree.

THE ROUGH ROAD STRETCHES NORTH INTO THE DISTANT WOODS →





**NORTH TO KNOB LAKE** the route is shown with markers every 10 miles and camps, each named according to mileage from Seven Islands. Elevation varies from sea level to 3,200 feet at 50-mile mark.





**CLEARING THE TIMBER**, a Caterpillar tractor crunches through the thick woods at the 12-mile point. It is driven by André Tremblay, one of

L.O.C.'s best cat operators, who loves to push down trees and dead trees—camp's barrier. Cat men are considered to be in the top hierarchy of the workers.



**LAYING THE RAILS**, members of one of the track gangs, which are usually made up of "Newbies" from Newfoundland, swing their heavy hammers at a spike.



**SUPPLIES BY HELICOPTER** arrive at camp at Mile 17, which has depended solely on the seaplane during winter. In summertime seaplanes can land on the river and new equipment can be hauled in on a makeshift road from the south.

## FIRST HUNDRED MILES

To the chatter of jackhammers, the snorting of heavy engines and the ring of hammers on steel, the Ungava railroad is inching its way north. At its head go pioneering crews, clearing the way with bulldozers and blasting powder. In the south the road has to go through thick forests, rocky mountains, fast rivers and 1,000-foot canyons. "The first hundred miles," says Construction Manager Jim Pickard, in the business 38 years, "are the toughest I've ever seen." When these are over, the rails will break out into flatter country and there start speeding along a right of way



**PIECES OF TRUCKS** which have been disassembled and cut up with torches so that they will fit in planes are brought to an Ungava DC-3 for the trip to Knob Lake. When they get to Knob Lake they will be welded together and reassembled.





These men are working at the 8-mile point. Under good conditions they have been laying track at the rate of 3,000 feet a day, hope to hit a mile a day by next year.



**DRILLING THE CLIFFS** with pneumatic drills men prepare to knock off the side of a rocky mountain to prepare for the right of way. They will blast

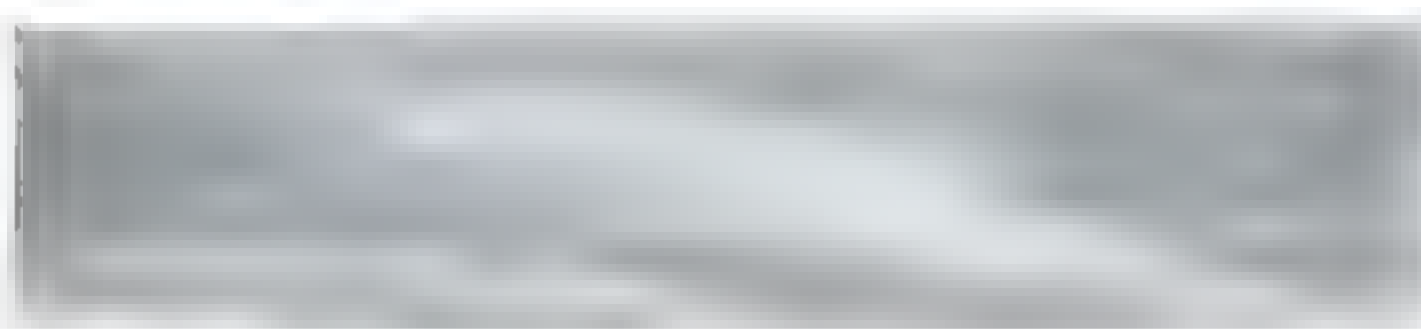
off the rock in huge slabs and level off the rubble at bottom. Hose in the foreground supplies air for the drills—the long metal rods lying at the right.

## WILL BE THE HARDEST

which will have been cleared by northern crews. But it will be a long time before any kind of a road reaches northern camps. Until one does, these camps will work with bulldozers and heavy equipment flown in by the company's own airlift, and their only contact with civilization will be by plane. The men in these camps have only one recreation—eating—and even their food must come to them by air. So the men as well as the management agree with Ray Quinn, boss of Mile 40, who says, "Without the cat and the airplane that ore'd sure stay up there for a mighty long time."



**TRACTOR FERRY** fords the Nipisso River near Mile 40 camp, bringing men home from work. Most men, eager to make a stake for themselves, work a 12 hour day. They get paid transportation home if they stay on the job a full six months.



**BIGGEST TIMESAVER** is this C-119 Flying Boxcar which the company borrowed from U.S. Air Force to speed up shipments. When this plane is used trucks and Harvester tractors in foreground can be flown in without being disassembled.





**35 MILLION TONS OF ORE** lie in and around this hill north of Knob Lake. At right is abandoned proving camp. Little winter work will be done at north end of route as temperature hits 50° below and snow piles up more than four feet.



**A CAT AND A COOKSHACK** trundle up the road as soon as it is finished enough to hold them. After the cookshack, cabooses will be brought up for the men to live in until more road has been cleared ahead. Then they move up again.



**MILE 40 CAMP** has cookshacks and cabooses in foreground and some tents in the rear. In a lonely place such as this, men work and sleep until they pile up perhaps \$2,000 or \$3,000. Then many go back to town and blow it as fast as they can.

**TOUGHEST JOB** on whole route is this spot where Moisie River is being bridged by a 703-foot span and a 2,250-foot tunnel is being built in mountain behind. →







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*Latest million dollar hold-up!* Our strapless bras are dream-lined to form—not frame—with light, flexible bones and wiring. Both long and short line styles. Illustrated: satin elastic and whisper-soft nylon. Others in silky broadcloth or rich taffetas and marquisettes ... from \$2.25.

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PRINCETON COACH CHARLIE CALDWELL

## LEADER OF A REVIVAL

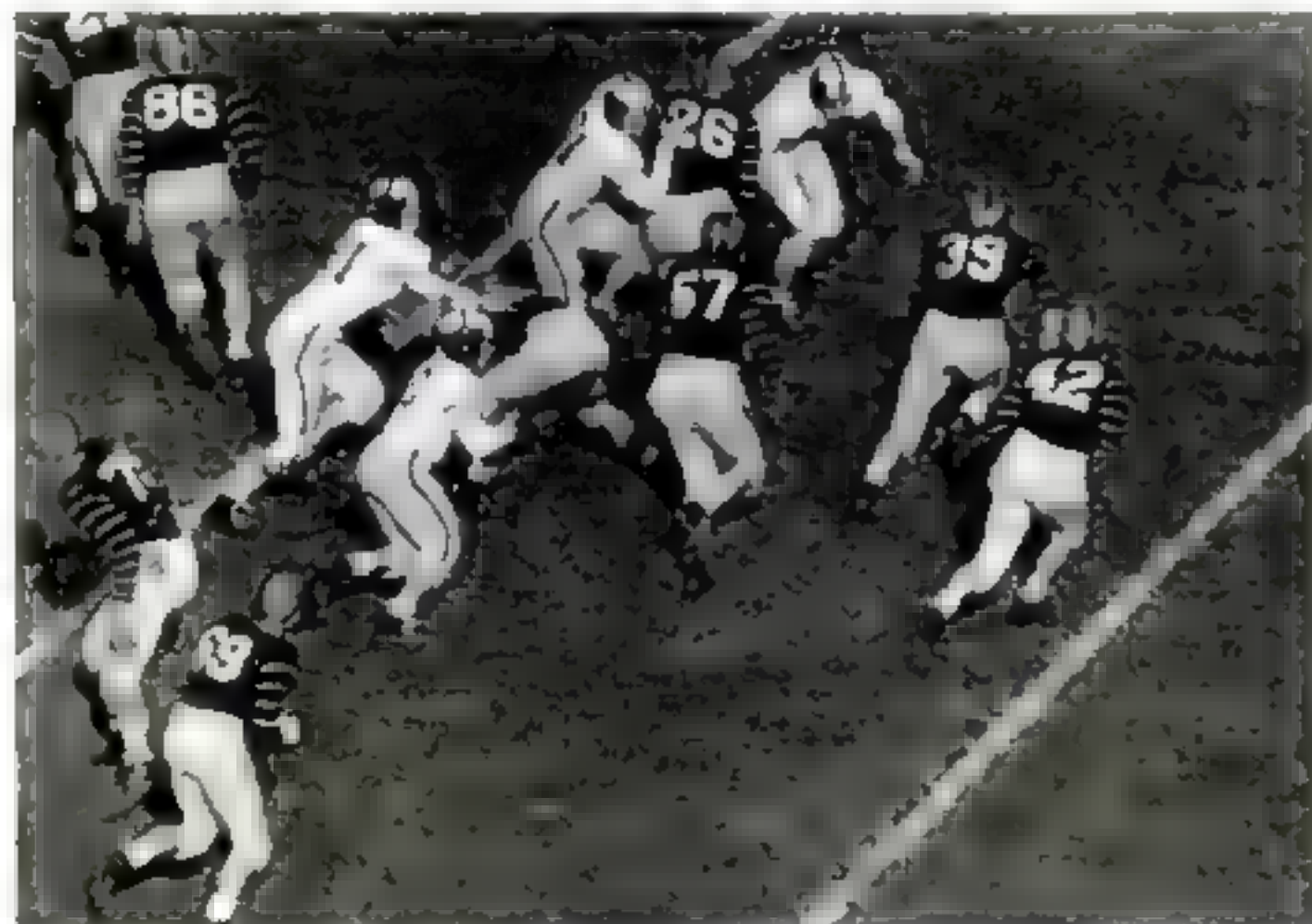
### Princeton coach wins with old-fashioned football

When the football season opened this fall Princeton's Charlie Caldwell (*above*) was the envy of coaches everywhere. He had not lost a game the year before and had been named as "Coach of the Year." He had old Tiger grads who once wanted him fired calling him, "Good Old Charlie." Having lost 10 players of his 1950 starting offensive eleven, he was under no great alumni pressure to win—except against Harvard and Yale. But Charlie, who despite his homespun air is as fidgety as a new bride, whistled in a new team and kept right on winning anyhow. His boys squeaked by Navy and then upset Penn. When they exploded with a 53-15 victory against unbeaten Cornell they not only caught old Tigers with their pennants down but fired the imagination of every football fan in the east.

Caldwell had done all this with a brand of play so out of date that it has started a new fad and become the most significant football news of the season. Like other teams dominating their sections this fall, Tennessee in the South and Southern California on the West Coast, Princeton plays old-fashioned single wing football. This formation stresses power rather than the speed and deception of the currently fashionable T. For his version of the single wing, described in his book *Modern Single Wing Football* (Lippincott, \$5), Caldwell borrowed some fancy trimmings from the T, added spinners and buck laterals. To get the most from his system he devised an ingenious system (*pp. 132, 133*) for grading each player on every play. But like Pop Warner, inventor of the single wing, Charlie readily admits that "great material makes great coaches." In Tailback Dick Kazmaier, he has the most polished performer football has seen in years.



**HE HAS SINGLE WING** In its pure form the single wing produces the kind of power football Minnesota made famous in the 1930s. Caldwell's souped-up version combines both power and deception. In the photograph above Princeton blockers (in black jerseys) cut down the right side of the Penn line. The



A RUNNING PASS GETS UNDER WAY AS KAZMAIER (42) STARTS TO HIS RIGHT

**HIS BEST PLAY** By Caldwell's calculations the total ground gained from rushing the ball in a game should be twice that gained from passing it. But he miscalculated against Cornell. Princeton's steadiest gainer, its bread-and-butter play, is the run-



AS CORNELL MEN RUSH IN HE FLIPS THE BALL TO UNCOVERED MATE (25)

ning pass shown in the pictures above. It has worked 28 times in 35 tries and been good for six touchdowns. The man who makes it work, of course, is Dick Kazmaier. He has a choice of three receivers to throw to. He looks first for the deep man. If he is covered he looks next for receiver

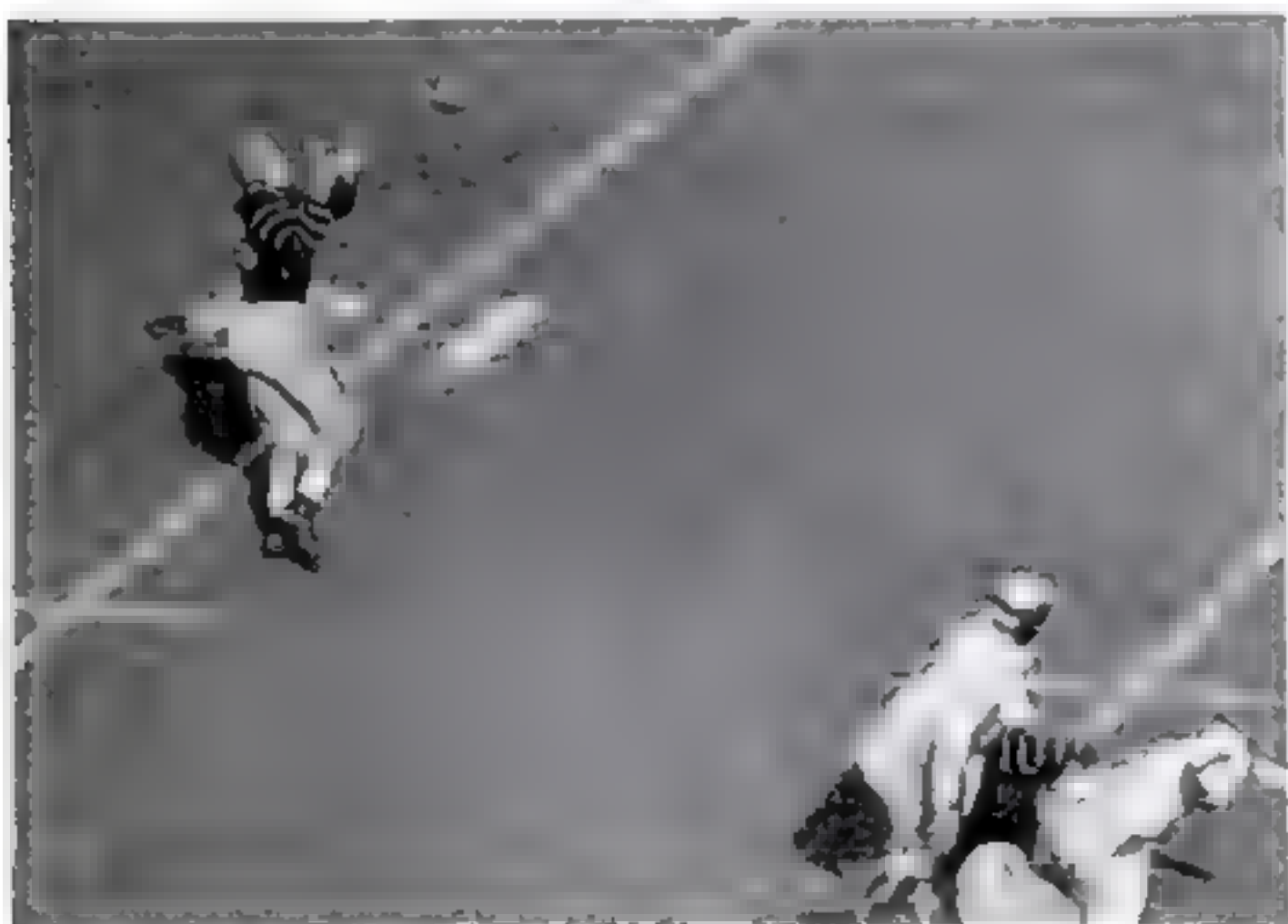




wingback, from whom play gets its name, takes out the Penn end (right) while quarterback and fullback run in front of tailback Dick Kazmaier (42) on sweep play that gained 13 yards. One reason for the single wing's success this season: coaches have been so busy trying to stop the T, which is used by most colleges, that they are not equipped to defend against it.



**AND KAZMAIER** The great tailback (12) receives tribute from a teammate as he leaves the field. When he came to Princeton from Maumee, Ohio, he was rated "too small for varsity football." Still slightly built and not exceptionally fast, Dick Kazmaier's forte as a ball-carrier is incredible shiftness and change of pace.



**QUARTERBACK STEVENS CATCHES THE PERFECT THROW IN FULL STRIDE**

at the eight-yard depth and finally for the shallow man. In this case he throws to the shallow man (third picture), who went for an 8-yard gain. In five games this season Kazmaier completed 46 of 70 passes, for a phenomenal completion average of 66%. Though a natural runner, his passing



**HE SPEEDS TOWARD THE GOAL LINE BUT IS STOPPED FOUR YARDS SHORT**

talent is strictly manufactured. A meticulous lad with a great capacity for work and not much sense of humor, he developed his passing eye by practicing 15 minutes every day after the rest of the squad had finished. "I don't like to do things wrong," he explains, and that is why he is as good as he is.

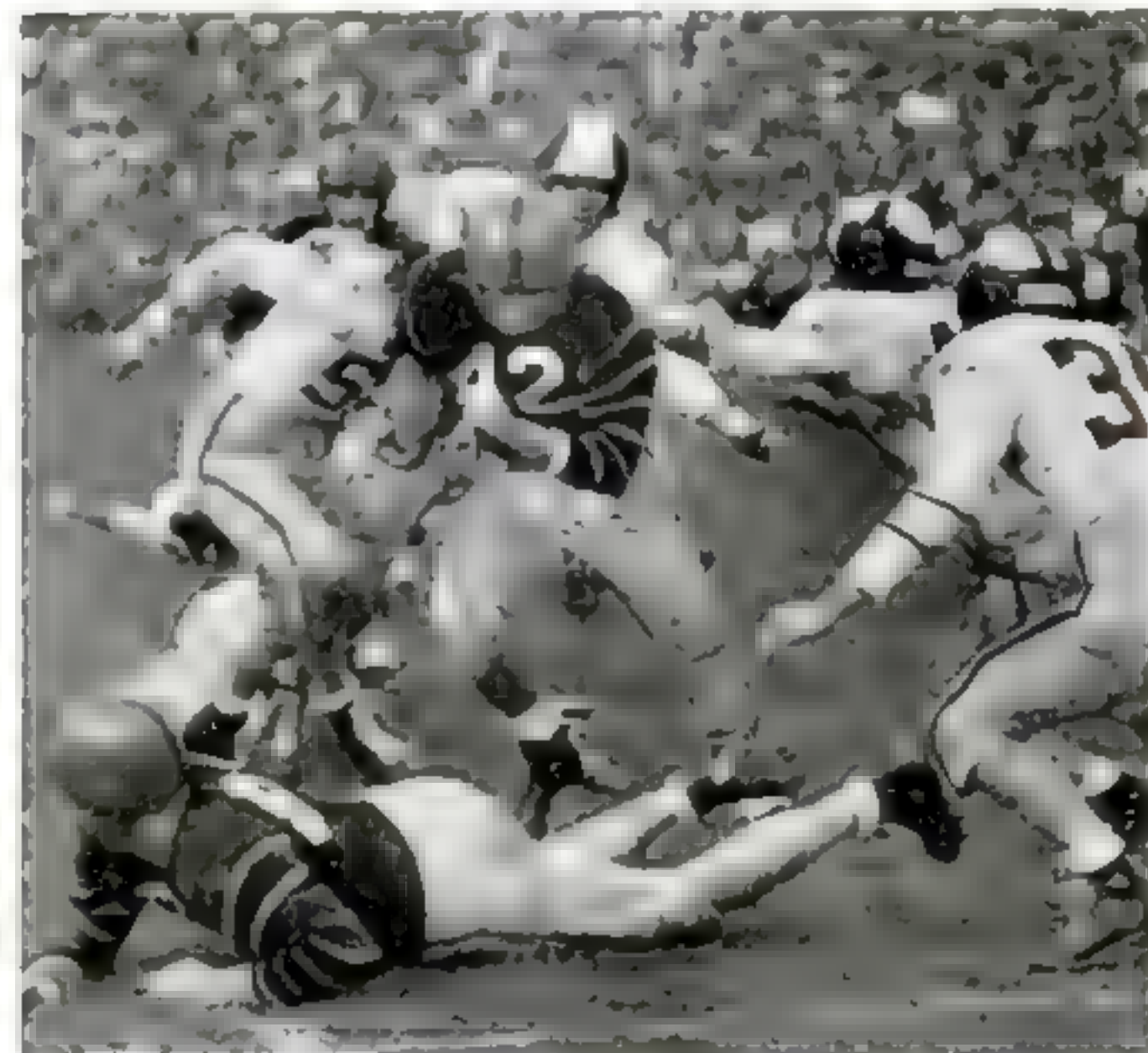


## MONDAY MARKS HELP CALDWELL

As a coach Charlie Caldwell feels he has one gimmick that gives him an edge over opponents. It is a system of checks and balances so unique and complex that only a man familiar with batting averages could have thought it up—and Charlie once pitched in a few games for the New York Yankees. On Monday each Princeton player gets a report card showing his grade for the preceding Saturday. Whether he flunks or passes may determine whether he rides the bench the next Saturday.

To compile marks Charlie and four assistants go into a huddle Sunday afternoon with movies of Saturday's game. Caldwell lets his coaches do the talking. Occasionally he grunts a remark. Watching a Princeton lineman in movies of the Cornell game (below) he blurted out, "Look at that guy examining his nails in their backfield. Why doesn't he run after the play? Give him a 'six.'"

A "six" in Caldwell's grading system is the equivalent of banishment



**SUMMA CUM LAUDE** One of three perfect marks on Kazmaier's Cornell report card was made on weaving touchdown run (above). He got a "one" for squirming through practically the whole Cornell team without help from blockers.



**AVERAGE GRADE** Although Kazmaier's blockers slowed him down here, the man he is pushing, Guard Jim Otis (69), got an average "four." Another culprit is Tackle Bill Ellis (79) who held up Otis and was given a below-average "five."

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# GET MORE MILEAGE FROM TEAM

to Siberia. Only a "seven" is worse, and that is earned only by a felony such as fumbling or committing a personal foul. Caldwell's grading system is exactly the same as the academic marking system at Princeton, only the coaches are harder critics than the professors. "Three" is the average grade in the classroom, but players must perform better than average to get a "three" on the football field. To get a "one," his players often feel as though they have to take out the entire opposing team with a single block. Five "ones" were given out in the Cornell game, three to Kazmaier. What the coaches look for is whether a player gets more "threes" than "fives."

The grading system gives Charlie a foolproof index on every move a player makes in a game. Better yet, it helps stimulate team effort and morale. The players look forward with more anxiety and anticipation to Monday football marks than they do to marks on classroom quizzes.



**HIGH GRADE** On Caldwell's grading system a "two" is a highly treasured mark. Here Center Ed McClain (53) gets one for knocking Cornell's No. 66 out of the play. He opened a big hole for Kazmaier (42) who went through for eight yards on the play.



**FLUNKING** Defensive Guard Class (78) got low grade for standing around instead of chasing play, as Cornell's Engel goes through line. Glass's report card showed six "threes," 51 "fours," 17 "fives" and one "six." "He'll be sorry," threatened Caldwell later.

CONTINUED ON NEXT PAGE



## 5 WAYS TO LURE SOUND SLEEP WITHOUT DRUGS!

Do you have trouble going to sleep?

Men who sleep well are more apt to feel well and do well in life too! That's why the right kind of sound restful sleep is so important.

Here are five suggestions that are at least worth a trial:

**1. EXERCISE DAILY, BUT NOT TOO MUCH!** Mild fatigue will help you go to sleep. But exhaustion will discourage sleep.

**2. KEEP REGULAR HOURS!** If you are like most people, you will sleep better if you go to bed at the same time every night.

**3. MAKE YOUR BEDROOM "SLEEPY"!** A wide, comfortable bed—a pillow that suits you—a dark, well-ventilated room—all aid restful sleep.

**4. PUSH YOUR WORRIES OUT OF BED!** You'll find that sleep comes sooner when you fix your mind on pleasant thoughts.

**5. DRINK A CUP OF HOT OVALTINE AT BEDTIME!** Ovaltine is widely used because of the way it acts—entirely without drugs. Here is what Ovaltine does: It helps to break down nervous tensions built up during the day—induce natural relaxation, and thus prepares the way for peaceful sleep.

Also, Ovaltine assists in rebuilding you during sleep, because its important food elements are readily digested and absorbed even as you sleep.

So, tonight—why not follow some of these suggestions and try Ovaltine? You will find that drinking Ovaltine is not habit forming—but a good habit to form. And you may find, like countless others, that Ovaltine can do a great deal to bring you the kind of sleep that really refreshes and restores.



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THE SAFE NIGHT CAP



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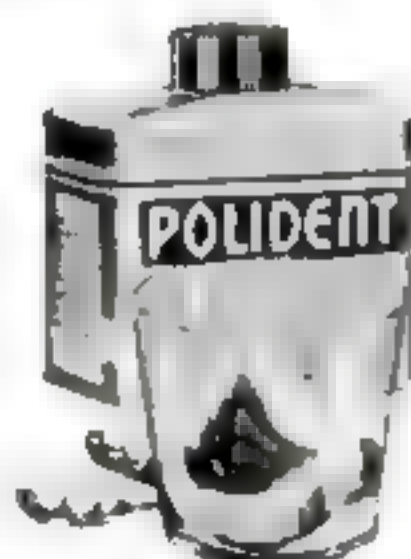
Mr. C. S. O., Howard City, Mich.

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Remember—those dental plates of yours need the special care of a special denture cleanser. Don't brush them. Soak your plates in Polident every day. It's so easy and quick. And Polident soaks into every corner and crevice—places brushing never seems to reach.

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It's so hard to eat with loose plates!

**AFTER**

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Amazing New Cream Holds Tighter. Longer than anything you've ever tried or double your money back

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demand a safe relief. Pleasant-tasting Piso's (Pie-a-Gos) is medically right for coughs due to colds for young and old. Fast acting, soothing.

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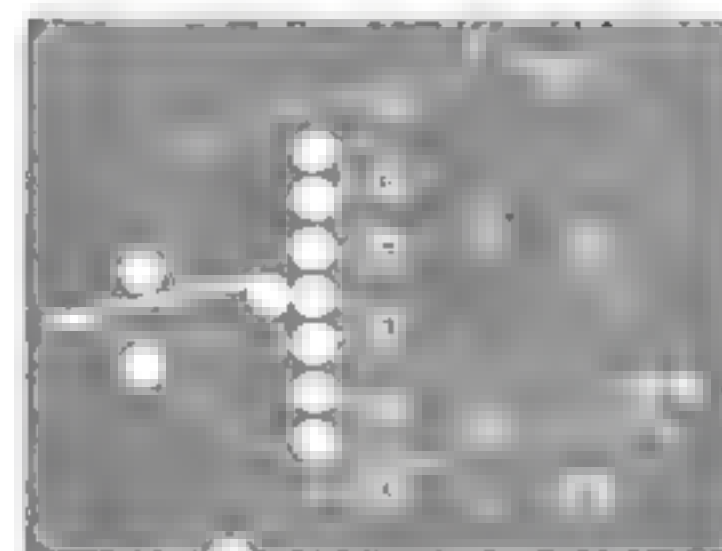
Leader of a Revival CONTINUED

## TWO GOOD RULES FOR DEFENSE

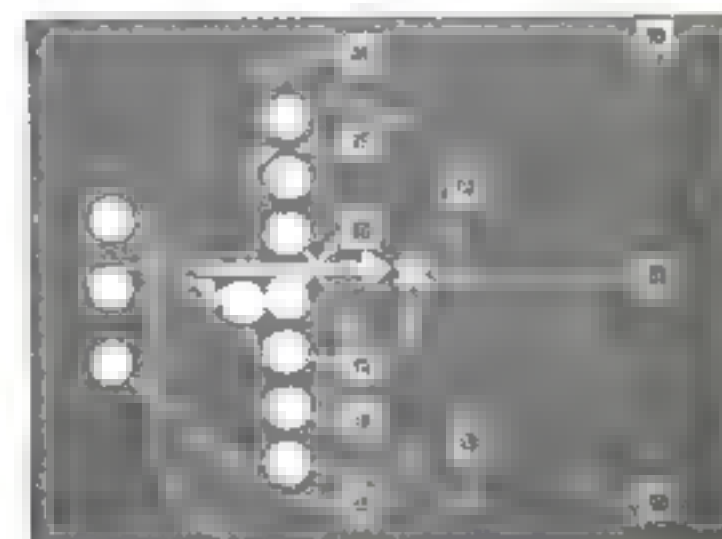
Although Princeton lost practically its entire offensive platoon from last year, its defense came back practically intact. Caldwell, like other coaches, has a defensive quarterback barking signals before every play, but once the ball is snapped he says there are only two rules to remember: 1) In the line you resist pressure until you diagnose play; 2) In the secondary you get your cue on whether to expect a pass or running play by watching the blocking of the attacking team's line (below).



**CUE FOR PASS** is given by the center of the Cornell line, which, instead of charging, straightens up (above) and holds ground even before T-Quarterback Rocco Calvo (17) begins fading back to throw. Seeing this, Princeton's secondary (diagram, right) gained a valuable split second covering possible receivers. By following plan, Princeton defenders batted down the ball for an incomplete pass (X).



**RUNNING PLAY CUE** is a vigorous, low charge by the middle five men of Cornell's line. The instant that Princeton linebackers saw this they reacted by taking a step in toward the play. It developed that Quarterback Calvo handed off the ball to T-Fullback Hal Seidenberg, who smashed way straight up the middle (diagram). But Princeton's secondary stopped him after he gained three yards.

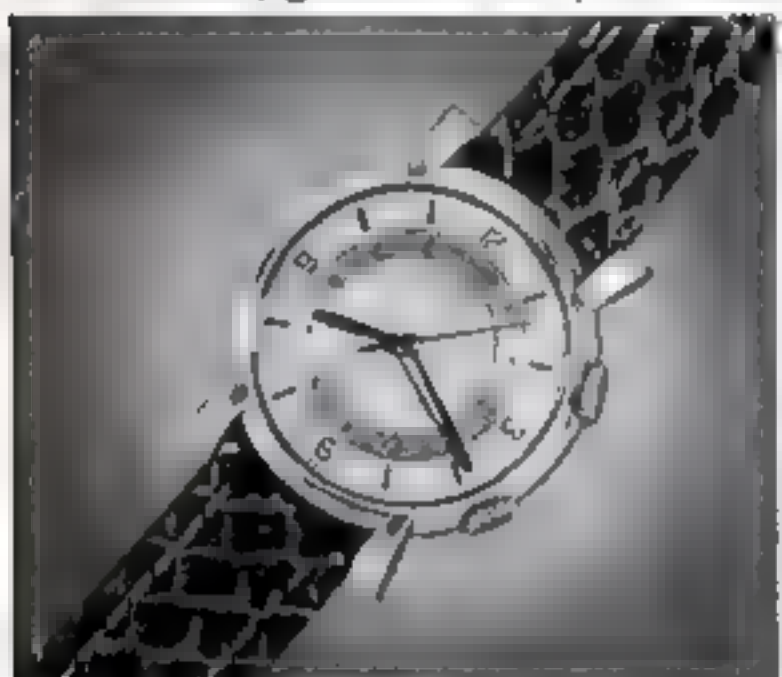


CONTINUED ON PAGE 124





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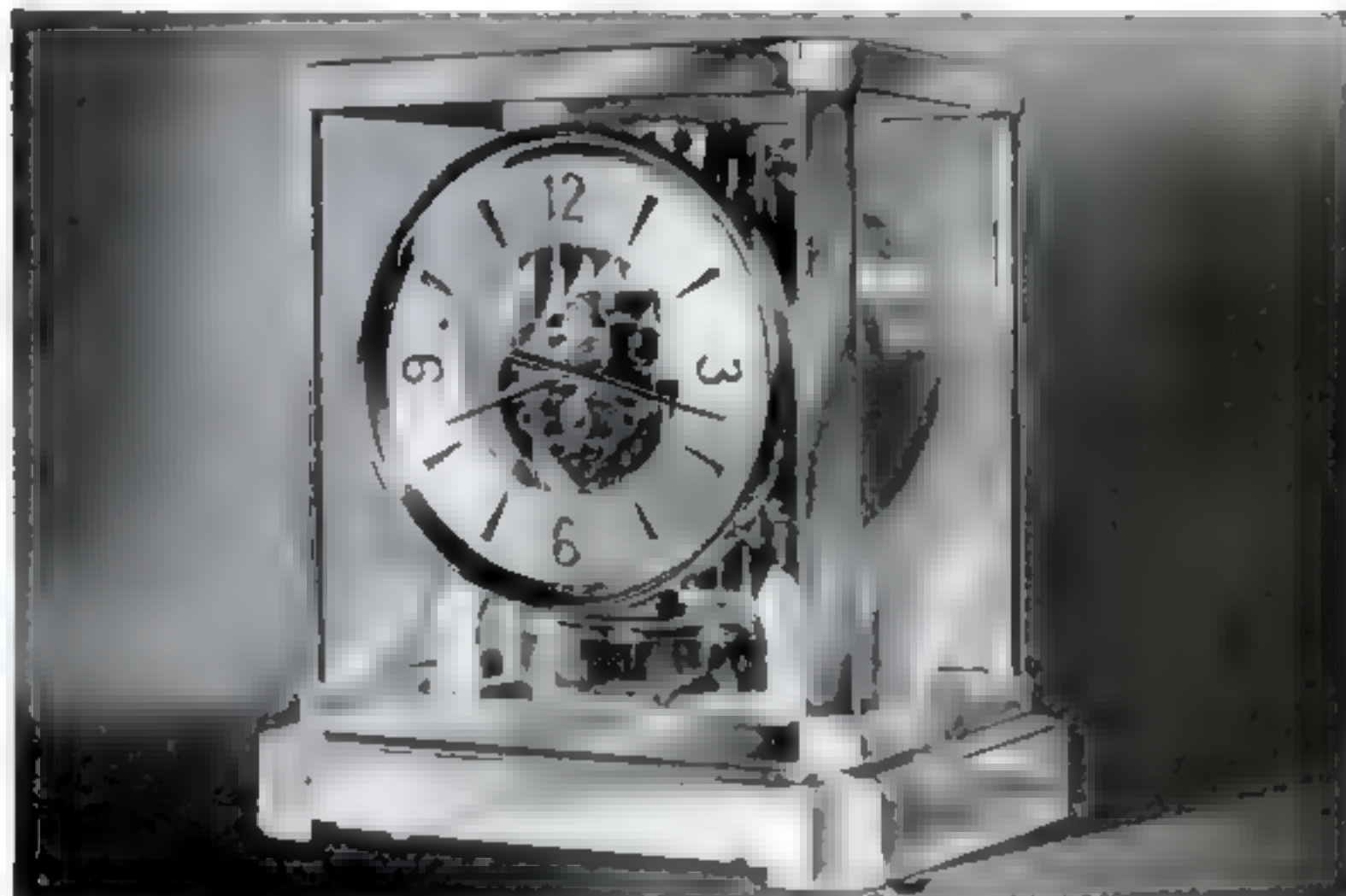


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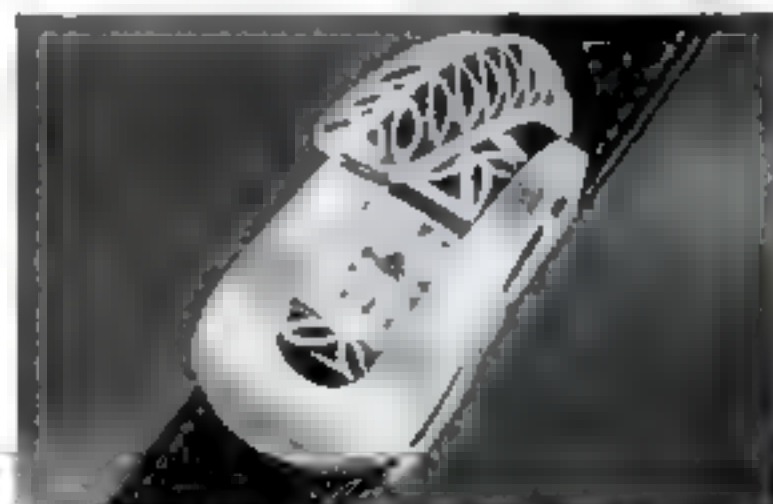
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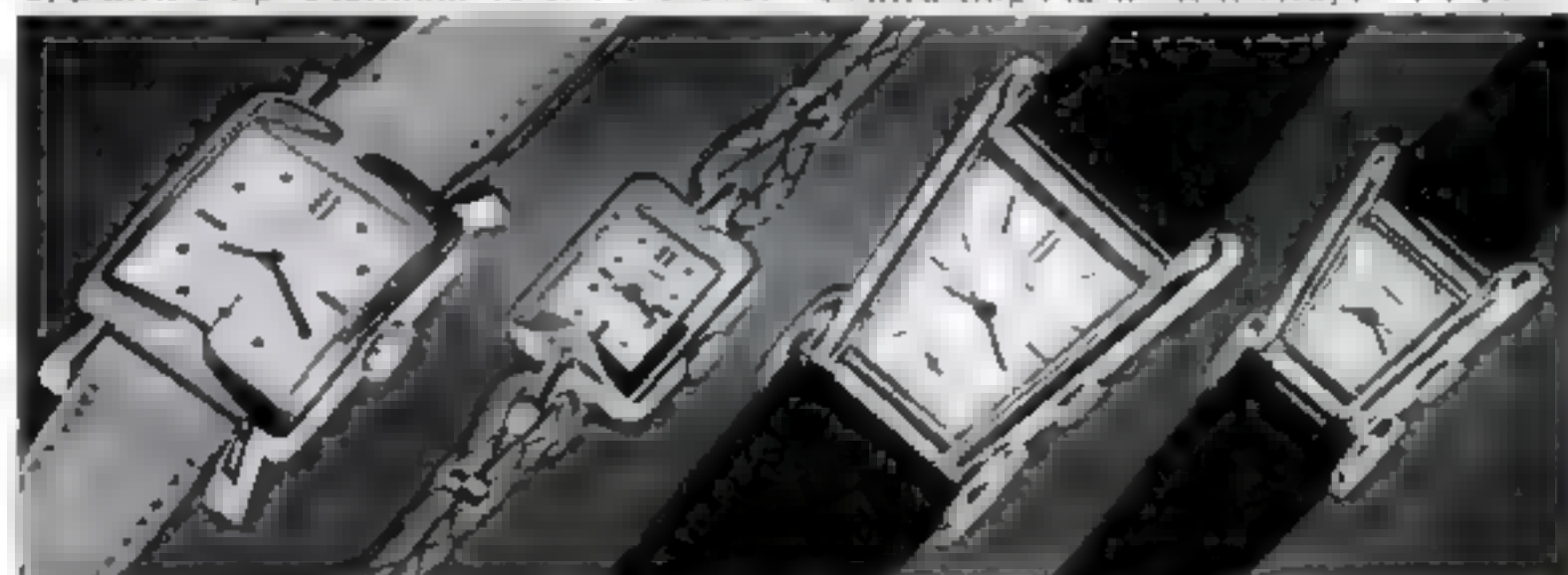
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Leader of a Revival CONTINUED



**COMPILING THE MARKS** is Sunday ritual in coach's office. Here he runs movie projector while End Coach "Cappy" Cappon (right) jots down grades.

## CHARLIE HATES 'TRAFFIC JAMS'

"I'm no longer a coach during the game," Caldwell says. "I'm just a traffic cop." Although he has little time to reflect on the evils that have befallen football, Charlie feels as he shoos his platoons in and out of the game, that what he needs is a whistle and a white glove. Actually he clutches a master chart of Princeton manpower. He needs a chart with the tempo of the game speeded up from about 135 plays to more than 165 in the past five years. Sometimes he wakes up at night in a cold sweat after dreaming that he had only 10 men on the field and the cause of it all was the two platoon system.

The first time Charlie witnessed the two platoon phenomenon at a pro game in Washington, D.C. six years ago, he asked himself, "What the hell is this?" When the colleges, fearing the pros would steal their audience, legalized unlimited substitutions, Caldwell joined the two-platooners in self-defense. But now that it has had its fling, Charlie is all for going back to sane, normal football.

At first, says Caldwell, the public liked the novelty of the two platoon system. But all he has heard from the fans for the last two years are loud complaints about it. The good football players on Charlie's squad do not like it because they get to play either on offense or on defense, but seldom both. About the only people still in favor of the two platoon system are influential men like Michigan's Fritz Crisler and Army's Earl Blaik who championed it in the first place. But colleges with smaller squads and football incomes have trouble keeping up with the big schools. They find that they lose money on big squads, paying for extra coaches, buying extra uniforms, providing extra training table meals—and giving out extra athletic scholarships. Charlie has a hunch that this may be the platoon's last season. "It would not take much of a nudge for them to change the rule this winter," he says.



**TAKING A SWIM** in chilly Lake Carnegie, Caldwell pays off promise he made to jump in lake if his team beat Cornell. Team helped by throwing him in.





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Ice Cream like this before!

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Lady Borden Vanilla,  
Chocolate and Strawberry?







When this new tailless Chance Vought F7U Cutlass starts rolling off production lines early in 1952, it is expected to be the fastest shipboard fighter in service anywhere. It has superior high-altitude performance, exceptional maneuverability and the firepower to deliver a telling blow in combat.



# *DESIGNED IN 1946 TO BE **The Fastest** Naval Fighter in 1952!*

**Development of the Navy's twin-jet Cutlass illustrates the years of constant effort required in the struggle for air supremacy.**

SOON the sleek-looking, tailless Chance Vought Cutlass will be the fastest fighter with the U. S. Fleet. It was designed to out-climb, out-maneuver, or out-fight any other carrier-based fighter in the world.

BUT your Navy will have the Cutlass in 1952 only because it foresaw the need and authorized development work in 1946.

THE assignment was a tough one: no true jet had ever been flown from a carrier. To

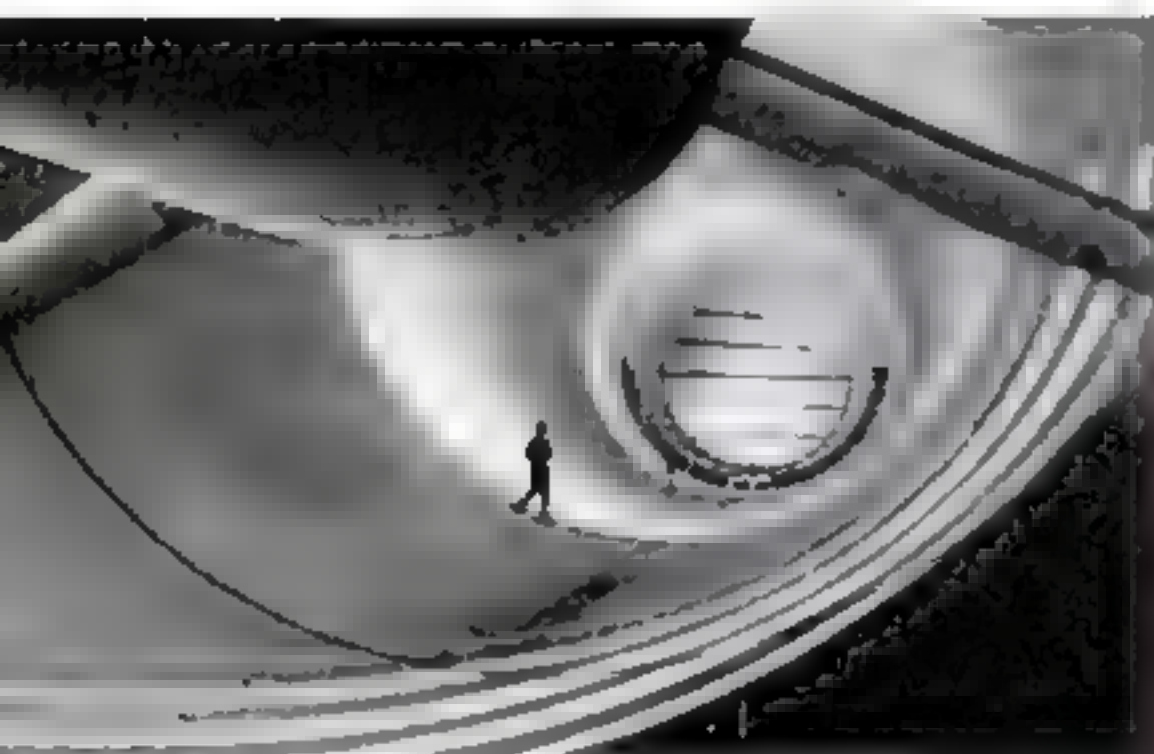
provide the extremely high performance required, Chance Vought came up with the unique Cutlass design—a tailless airplane with sharply swept-back wings, hydraulically operated controls, new lightweight materials, and other novel features. It showed so much promise that the Navy gave its go-ahead—in April, 1946.

THEN began a long and difficult period of transforming a paper concept into an actual airplane. Designers, aerodynamicists, stress

analysts, weight control engineers, metallurgists, production experts—all of them toiled as a team to solve the complex problems of stability and controllability involved, and to find the strongest, lightest most efficient design for each of its 22,000 parts.

THE first Cutlass was finally flown in September, 1948. This was the start of an intensive two-year program of flight testing to make sure the Cutlass lived up to its anticipated performance, and to improve it still further.

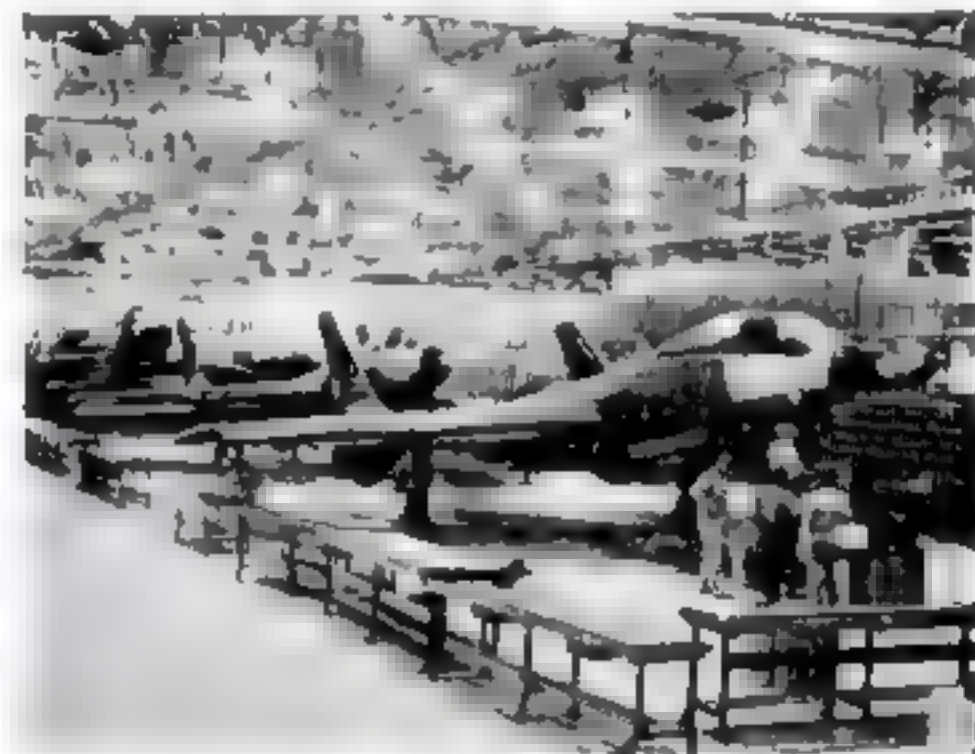
WHEN the new Cutlass airplanes start rolling off production lines early in 1952, it will be six long years since the original design was approved. But when they join the Fleet they will be the fastest fighters afloat—and it will be your Navy that has them.



THE UNIQUE SWEEP-WING, tailless design of the Cutlass contributed greatly to its high performance—but posed many problems in controllability, maneuverability and in carrier operations. Solution of these problems through countless experiments such as wind tunnel tests, above, has given the industry valuable new information about the flight behavior of high speed aircraft.



MONTH AFTER MONTH, for two years, Navy and company test pilots put experimental Cutlass airplanes through flight tests, climaxed by actual carrier operations as shown above. These flight tests were equivalent to flying eight times around the world and were responsible for many design refinements contributing to dependable operation under actual service conditions.



COMPLEX CONSTRUCTION of the Cutlass—plus extensive use of special lightweight materials—called for new production techniques. To develop these techniques, Chance Vought called on its 32 years of designing and building first-line aircraft for the Navy, including the "Corsair," battle-proved veteran of World War II and of the Korean campaign.

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## 1946: NAKEDNESS AND IDLENESS



FIVE YEARS AGO "LIFE" RAN THIS PICTURE OF PHILADELPHIA'S BYBERRY HOSPITAL, WHERE NAKED INMATES LIVED IN SQUALOR

# SCANDAL RESULTS

Aroused by the exposé of five years ago, states are bringing mental



YOUNG DR. MOTT, who cured the "incurable" patient, starts the treatment on new one at Topeka.

**F**IVE years ago shock and revulsion swept the country as one reporter after another dug up evidence proving that most of the public mental hospitals of the U.S. were little more than filthy, brutish concentration camps. Newspapers, magazines (*LIFE*, May 6, 1946), books and movies backed the exposures with demands for reform. Such crusades have been seen before in the U.S., but all too often they have quickly run down, leaving things pretty much as they were before. This time it was different.

How different it was can best be appreciated by examining the case of a woman who five years ago was confined in the state mental hospital near Topeka, Kas. She had been committed 14 years before. Once her manic period had ended, she huddled in quiet withdrawal. Demanding no attention, she received virtually none. In 1941 the state of Kansas took a fleeting interest in her. Her husband had sued for divorce, so she was fished up from a sea of 1,800 untreated in-

mates, to be hauled before a panel of physicians. Blinking under their barrage of questions, she babbled about the daily visits she thought she was receiving from a son who actually lived 1,500 miles away. The lunacy board promptly reached a crisp conclusion: "incurable insanity." Her husband won his freedom, while she was returned to the stench-laden wards, to wait another eight years in pointless vegetation.

The woman might have died as quietly as she had lived in the hospital had not a newspaper reporter exposed the squalor behind the false garden front at Topeka. Public indignation brought reform, enlarged appropriations and an influx of new doctors, nurses and attendants. One of these doctors, James M. Mott Jr., stopped to talk to the aging woman in March 1949.

She still harbored her old delusions. But young Dr. Mott, fresh from training at the Menninger Clinic, did not accept the diagnosis of incurability. He did not operate; he



## 1951: CHAIRS AND A TV SHOW TO WATCH



TODAY THE SAME ROOM IN THE SAME HOSPITAL LOOKS LIKE THIS. PROPERLY CLOTHED PATIENTS ARE ENGROSSSED IN TELEVISION

# IN REAL REFORMS

**hospitals—and inmates—back from bedlam**

by ALBERT Q. MAISEL

used no wonder drugs, no electroshock. But he did manage to spend a few minutes every day with the woman, mostly just listening.

By May the unreal visits of her son had passed from the woman's mind because they were replaced by the daily reality of Jim Mott's interest in her. In July he sent her into town for her first bewildering view of a world she had not seen in 17 years. By September she began answering help-wanted ads. Early in November, at the age of 72, she found a job as a companion-housekeeper for an elderly cardiac patient.

She still came back to the hospital for checkups until January 1950, when she was granted a full discharge. Months later her employer died. But by that time Dr. Mott's patient was able to take her pick of five nursing positions immediately offered to her.

The case of the Topeka woman is not an isolated one. Similar dramatic rescues from bedlam have been achieved at Logansport, Ind., Little Rock, Ark., Boston, Mass., Lakin,

W. Va., Independence, Iowa and Blackfoot, Idaho. In all such places daring and imaginative administrators have taken full advantage of the opportunities presented them by larger appropriations and new personnel. Though far outpaced by these pioneers, at least two thirds of the 207 state mental hospitals have made substantial progress since the crusade started five years ago.

Look at the national record. Legislatures, heeding an aroused public, have appropriated more money. In 1946 all 48 states spent less than \$190 million to maintain their mental hospitals. This year operating budgets for state hospitals, even allowing for inflation, represent at least a 100% increase in real expenditures for mental hospital support.

The desperate lack of personnel, which stymied every effort toward reform five years ago, has also been relieved. In 1946 the authorized hiring schedules of state hospitals called for 79,740 employees—not enough even for custodial care. But low salaries, the 12-

hour day and abominable working conditions left 16,000 positions constantly vacant. Today more than 100,000 men and women staff the state hospitals. The average numerical increase exceeds 50%. In some hospitals employment has more than doubled. The change in quality is even greater, thanks to shorter hours, better wages, newly developed training programs and an infusion of well-educated, young attendants. The number of full-time physicians has risen in the last five years by 19%, supplemented by hundreds of interns, residents and consultants. Graduate nurse employment has mounted by 35%. Attendants, now usually given the flossy designation of "psychiatric aides," have increased by nearly one third. The number of occupational therapists and social workers has been doubled. The number of psychologists has trebled. And 5,000 volunteers, Gray Ladies, Quakers and groups recruited by local mental hygiene associations, further extend the effectiveness of these professional workers.



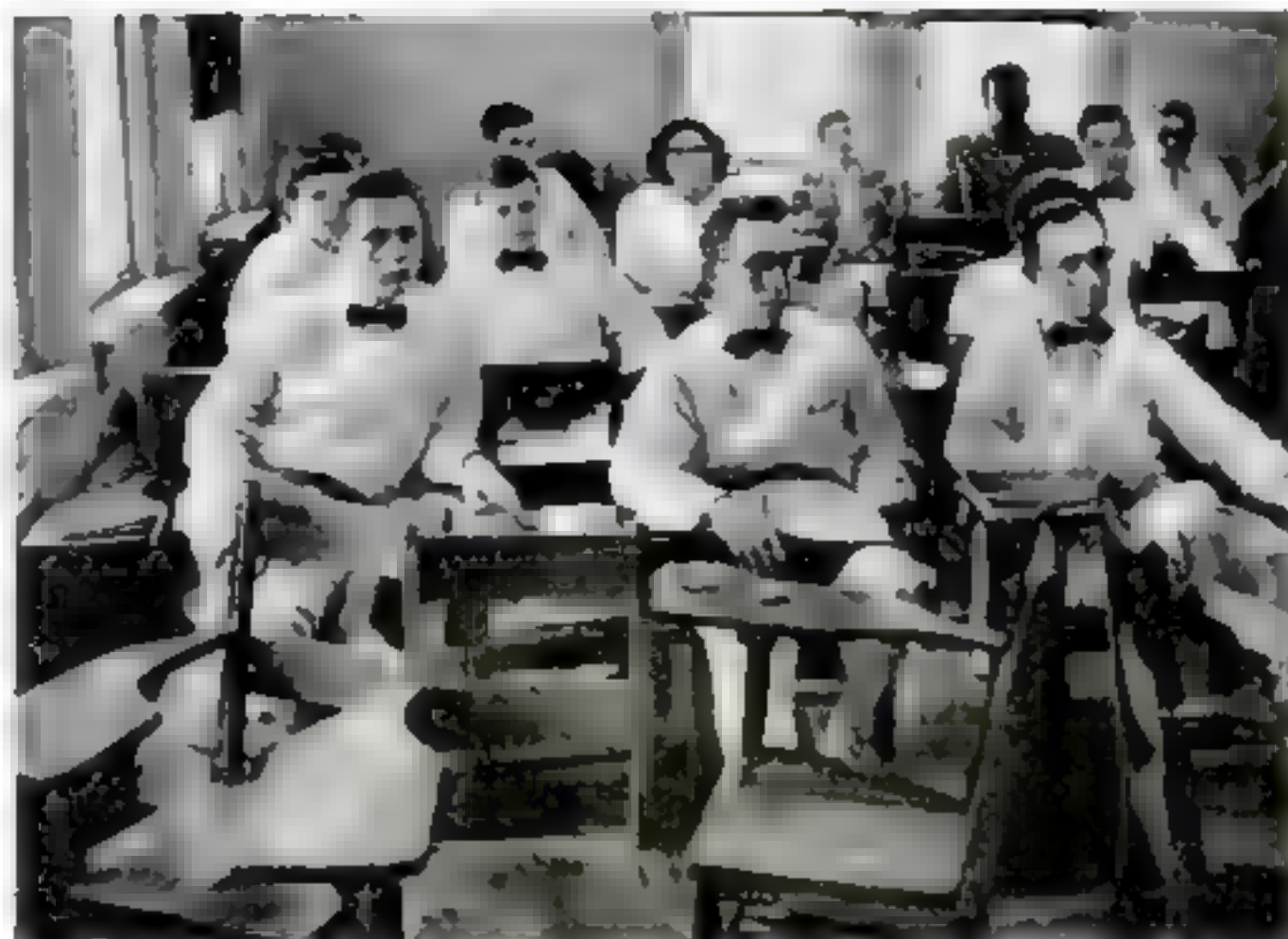
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**YOUNG DOCTORS** from famous Menninger School of Psychiatry now help out at hospital near Topeka, Kana. Here they listen to lecture at hospital.

## MENTAL HOSPITALS CONTINUED

It is true that this progress has brought only a handful of public mental hospitals up to the minimum personnel standards set by the American Psychiatric Association. To reach that goal would require doubling the present ration of physicians, more than trebling the quota of graduate nurses and finding eight new occupational therapists for every therapist now on the job. Yet, limited though progress has been, it has still made a tremendous change in the over-all achievements of the hospitals. Discharges now exceed the 1946 figure by fully one quarter. The gap between new admissions and discharges has been narrowing, year by year; and today, for the first time in a century, the possibility for a reversal of the growth of the mental hospital population actually becomes an attainable prospect.

Albert Q. Maisel is the author of two books and more than 100 articles on the social aspects of medicine. Five years ago he was one of the leaders in the crusade for reform of the country's state mental hospitals. He inspected the institutions, testified before Congress and wrote the article "Bedlam, 1946," which appeared in LIFE, May 6 that year. Now he has spent six months visiting 30 mental hospitals from coast to coast in order to get this 1951 report on how far the reform has gone.

At Topeka alone the story of the "incurable" woman cured by Dr. Mott is but one of hundreds like it. In all of 1948 the three over-worked doctors of the old regime managed to discharge only 41 patients as "restored"; death cleared nearly four times as many cots and pallets for new inmates.

None of the three haggard doctors had had approved psychiatric training. They were assisted by a lone nurse and a ragtag crew of 116 attendants hopelessly trying to cope with a load of 1,800 neglected inmates. The hospital had no consultants, no psychologists, no social workers, no occupational or clinical therapists. Laboratory, pathology, X-ray, electroencephalograph and electrocardiograph services were nonexistent. The toothless aged starved slowly on gruel, for they received no dentures and virtually no dental care. There was no money for glasses, nor anyone to fit them.

When these conditions were exposed the legislature passed an emergency appropriation immediately. Eight months went by before the governor acted. He appointed a permanent superintendent and secured for him the aid and guidance of the Menninger brothers, Dr. Will and Dr. Karl, whose famous hospital was right in the neighborhood but whose help had, strangely, not been requested until now. The Menninger Foundation sent 11 young doctors-in-training to make a start at transforming the decrepit asylum into an honest-to-God hospital. Training arrangements were set up with the Veterans' Hospital and the University of Kansas School of Medicine. A staff of 40 consultants—specialists in every medical category—began visiting the hospital on a regular schedule.

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CONTINUED ON PAGE 145



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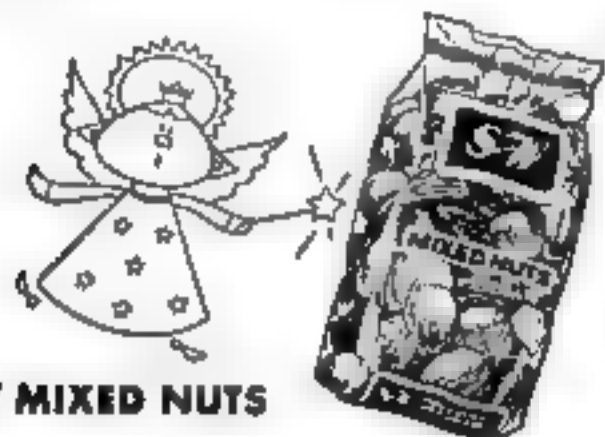






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DANCING AS THERAPY proves helpful at Topeka hospital. New regime also uses group singing, concerts and movies to keep patients from stagnating.

#### MENTAL HOSPITALS CONTINUED

The full-time medical staff was increased to 12, including nine fully qualified psychiatrists. The lone nurse found herself joined by 26 others, most of them with postgraduate training in psychiatry.

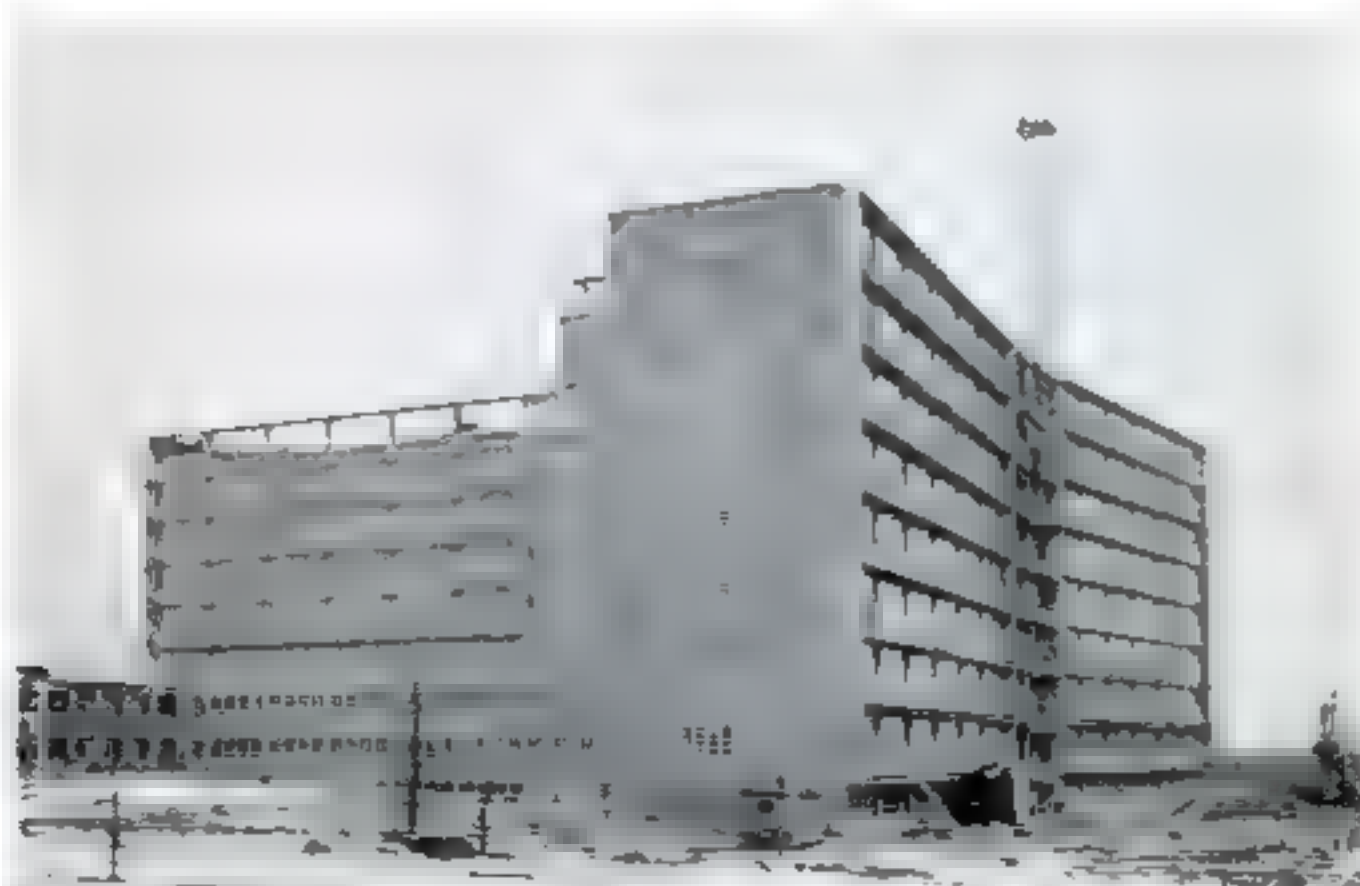
In a brief time the hospital doubled its attendants, added seven psychiatrically trained social workers, six psychologists and scores of other specialists. The flood of changes has produced an almost instantaneous effect upon the movement of patients through the hospital. The case load has dropped, in less than two years, by nearly 15%. Overcrowding has been relieved, not by constructing more buildings, but by curing and discharging more inmates.

Topeka has even been impressively successful in dealing with senile inmates. Because of increasing longevity, for example, aged patients have been representing a bigger and bigger proportion of the new admissions to mental hospitals. In most institutions these nonviolent old men and women have been regarded as incurables, destined to degenerate slowly until they die. Topeka had one section known as Woodview, where 74 senile patients had been bedridden for years. When relatives had brought elderly patients to the hospital they had been asked only two questions: What was the patient's religion? What was the name of the family undertaker? In barren rooms the old people lay staring at unshielded electric bulbs in the ceilings until, one by one, unreplaced, the lights went out.

But last January a new psychiatrist was led into the Woodview section and told, "It's your baby." With the help of nurses, aides and occupational therapists, he began to get the patients out of bed. With a battered secondhand radio he started bringing the group together each afternoon for music and entertainment. As the winter lifted he began to take them outside—many for their first breath of fresh air in a dozen years.

Such efforts have worked so great a transformation that fewer attendants now provide better care for the Woodview aged. Many

CONTINUED ON NEXT PAGE



NEW MENTAL HOSPITAL goes up at Northville, Mich. Voters have authorized \$65 million bond issue for program, including intensive care as well.

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**THEN: LONELY DESPAIR.** This woman huddled on stone floor of the Logansport, Ind. hospital.

### MENTAL HOSPITALS CONTINUED

of the patients now dress themselves. A number have taken to visiting their families over weekends. And, most important, several among this once hopeless group have even been discharged.

The economy-minded may find one flaw in the Woodview achievement. The ordinary amenities of decent care have altered the expected death rate: only one of these old people has passed away in the last year. Extending the lives of the others will undoubtedly cost the state substantial sums over the next decade. Some of this expense may be saved, however, by more careful examination of the old people when their relatives try to unload them on the state in the first place.

More careful diagnosis at entrance can also alleviate the problem when it discovers patients who can be cured quickly. Five years ago *LIFE* described Ohio's experimental Youngstown Hospital, forerunner of many small, intensive-treatment centers throughout the country. Youngstown, with only 80 beds, has a medical and nursing staff of 38. It almost attains the American Psychiatric Association standard of one treatment worker for each two patients. By comparison, Ohio's big Columbus State Hospital, with nearly 2,500 patients, is staffed with only one worker to every nine inmates. The custodial hospital's patients remain there for an average of 675 days, while at Youngstown the average stay is only 31.6 days. The way these differences are reflected on the economic balance sheet can be seen in the box on page 148. Despite its vastness the crowded custodial hospital was able to find room for only 659 new patients last year. Youngstown accepted 904 sick men and women and discharged 85% of them back to their homes and their jobs.

Another excellent example of the changes that can be wrought by a little more money and a lot more work is shown in the history of the Logansport, Ind. hospital. Here, in a decrepit group of 60-year-old structures, three aging physicians and six nurses faced a load of nearly 2,300 patients under a temporary superintendent who was not even an M.D., much less a trained psychiatrist.

Then, in March 1949, Dr. John A. Larson took over. He found hydrotherapy and surgical equipment lying idle while attendants used



**THEN: VILE FOOD.** Thus was "dinner" at Logansport: dry bread, milk and a bowl of viscid beans.

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**NOW: COMPANIONSHIP.** Gray Ladies visit Logansport to chat with the inmates and cheer them up.

cuffs, muffs, camisoles and strait jackets on the patients without bothering to secure authorization from the doctors or nurses. From 1945 through 1948 Logansport patients had spent an average of 190,000 hours a year trussed up by those who were supposed to minister to them. In the first five months of 1949 a total of 77,818 hours of such restraint had been used. It was the customary routine, in one ward of senile women, to tie 24 of them to chairs in the daytime and to their beds at night. Confinement at Logansport meant, for most patients, a life sentence until malnutrition, tuberculosis, abuse and neglect finished the inmate off.

#### Logansport's dramatic cleanup

**B**ACKED by the governor and reinforced by an emergency grant of funds, Larson began his cleanup. The medical staff was increased to 10 full-time physicians and supplemented by a group of part-time consulting specialists. The number of graduate nurses was increased from six to 16. Twenty-seven student nurses were brought in on a rotating basis as part of a training program. The eight-hour day was instituted for attendants. So were training courses for psychiatric aides. As a result the number of attendants increased from 178 to 252.

Larson put the idle hydrotherapy rooms to work under 12 newly trained therapists. Psychologists and social workers, recreational and occupational therapists were added. The American Friends Service Group provided 17 college students to assist with ward service and recreational activities. The use of restraints was abolished except on immediately postoperative cases. The unused surgery has been re-equipped and is in constant use. Tuberculars, who formerly mixed with other patients and even worked at food-handling jobs, have now been diagnosed and isolated. Special wards were set up for alcoholics and diabetics. Penicillin treatments have been instituted for nearly 200 previously neglected syphilis victims.

All this has cost Indiana several hundred thousand dollars a year for higher pay and a virtual doubling of staff. But discharges and furloughs have nearly doubled—from 371 in 1948 to 701 in 1950. The clean-out of curable but previously untreated inmates has permitted

CONTINUED ON NEXT PAGE



**NOW: GOOD FOOD:** Lunch at Logansport: beef stew, vegetable, bread and butter, milk and coffee.



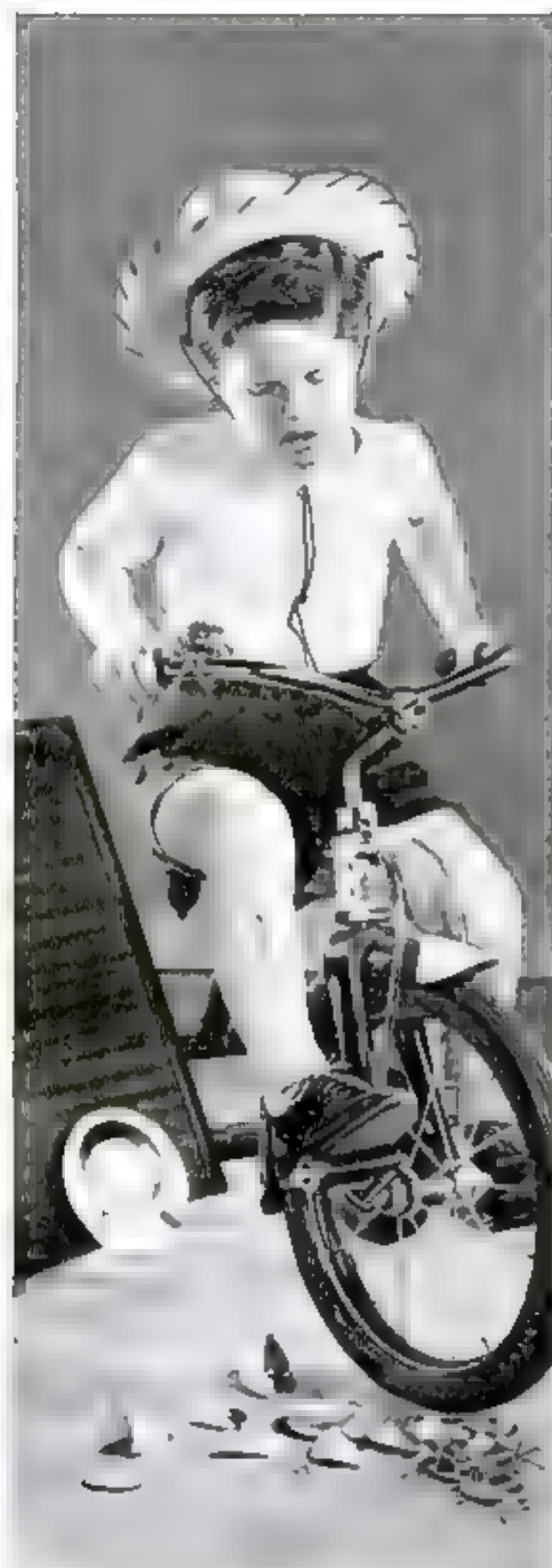
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**STILL OVERCROWDED**, the Milledgeville, Ga. state mental hospital is at least made cheerier by the addition of bright new curtains and fresh paint.

### MENTAL HOSPITALS CONTINUED

new admissions to more than double. In effect, Indiana has gained the equivalent of at least 500 new beds after two years of intensive therapy in a single hospital. To construct such facilities at today's prices would have cost the state from \$3 million upward, plus staffing and maintenance in perpetuity.

These are, of course, the shining examples, the few places where great progress has been made. In other hospitals there have been less sweeping, sometimes only temporary, improvements. And in too many others there have been none at all. Overcrowding still plagues most of the state mental hospitals. A recent survey by the Council of State Governments showed nearly half of those surveyed jammed with from 20% to 50% more patients than they were built to hold—and many of the institutions were found to be decrepit firetraps. Personnel shortages are still acute in states which have

### WHAT IT COSTS: CUSTODIAL VERSUS INTENSIVE CARE

This balance sheet shows the difference in costs when the mentally ill are given simple custodial care and when they are given intensive care. The examples used are: custodial—Columbus State Hospital which handles 2,414 patients at a time; intensive—Youngstown State Receiving Hospital, which has 80 hospital beds. Both are in Ohio.

Annual cost per bed at custodial hospital	\$638
Annual cost per bed at intensive-treatment hospital	\$3,247
<b>BUT:</b>	
Cost per patient at custodial hospital	\$1,181
Cost per patient at intensive-treatment hospital	\$281

not substantially raised wages and shortened hours. A few dollars won for better clothes, a few pennies a day for better food, the replacement of rotting fire hoses or the acquisition of a new roof—these are what constitute a major advance in many states.

And in the states that are beginning to make improvements, a new dilemma faces hospital administrators. Legislatures have not only raised salaries and increased maintenance budgets; in many instances they have even run ahead of the hospital authorities' requests in allotting funds for new construction. Such new and unfamiliar willingness to vote substantial sums for mental hospital improvement has thrown into the open a basic conflict between two opposed schools of thought among the men who run the state hospitals.

The majority sees the present period as a fleeting opportunity to solve the major problem, overcrowding, by getting more beds and bigger buildings while the getting is good.

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(2 stores)	Reading, Pa.
Fall River, Mass.	Rochester, N. Y.
Font, Mich.	(2 stores)
German town, Pa.	St. Louis, Mo.
Glendale, Cal.	San Francisco, Cal.
Harrisburg, Pa.	Savannah, Ga.
Hartford, Conn.	Schenectady, N. Y.
Hollywood, Cal.	Scranton, Pa.
Houston, Texas	Springfield, Mass.
Huntington Park, Cal.	Syracuse, N. Y.
Jamaica, N. Y.	Toledo, Ohio
Jersey City, N. J.	Trenton, N. J.
Kankakee, Ill.	Washington, D. C.
Kansas City, Mo.	Wilkes-Barre, Pa.
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### and at these Bond Agencies

Ashbury Park, N. J.	Lynchburg, Va.
Goldstein's	Henry Ross
Augusta, Ga.	Manchester, N. H.
Frank Renick	Leavitt's
Men's Wear	Muncie, Ind.
Corpus Christi, Texas	Whites, Inc.
Hackley's	Pensacola, Fla.
Easton, Pa.	Taylor-Gillmore, Inc.
Lee Socks	Pottstown, Pa.
Elmira, N. Y.	New York Store
Berger's	Racine, Wis.
Greenville, S. C.	Ryder's
The Quality	Upper Darby, Pa.
Men's Shop	Burk-Ley's
Jacksonville, Fla.	Wichita Falls, Tex.
Marlow White, Inc.	Taylor Bros.
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Factories in Rochester, N.Y.  
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CONTINUED ON PAGE 181



# AIR-TRAVELERS TOO HIGH

"What price would you pay for a topcoat like this?" asked Mr. George Staff, sales executive.

111 plane travelers inspected fabric, fit and workmanship of this Bond 'Cross-Country' Zip-lined topcoat... Prices quoted ranged high as \$70... Bond's actual price is only \$53.75.



World's worldliest men land at LaGuardia Airport. And Mr. George Staff of Deering, Milliken & Co., Inc. asked them to guess the price of his Bond all-season covert coat. They felt the

smooth pure wool covert fabric... zipped the removable 100% pure wool lining. Maker's name was kept secret. They guessed up to \$70. Actual price of this Bond Zip Lined Covert coat, only **\$53.75**



**Low-flying prices.** Bond is maker and retailer in one. That saves you outside maker's price-hiking *extra* costs. Bond's 'Cross-Country' Zip-Lined Coat in Pure Wool Tweed, **\$53.75**



**Weather experts.** Wool zip-in, zip-out lining changes your coat with weather. Packs like a shirt. Water-Repellent pure worsted Gabardine, **\$58.75**



**Tailoring aces.** No one navigates a needle as expertly as Bond's Rochester tailors. Your guarantee that every Bond coat will fit, will wear... lastingly. Sheen Gabardine, **\$63.75**



**Good Travelers.** Bond's buys only the finest wools that stand up against years of hard-traveling wear. Pure Wool Zip-lined Venetian Covert, **\$58.75**

Because **BOND** is both maker and retailer in one...  
from coast to coast you get the most at

# BOND'S

More men wear Bond clothes than any other clothes in America!

For Bond Store or Agency nearest you, write  
Bond Clothes, Fifth Ave. at 35th St., New York 1

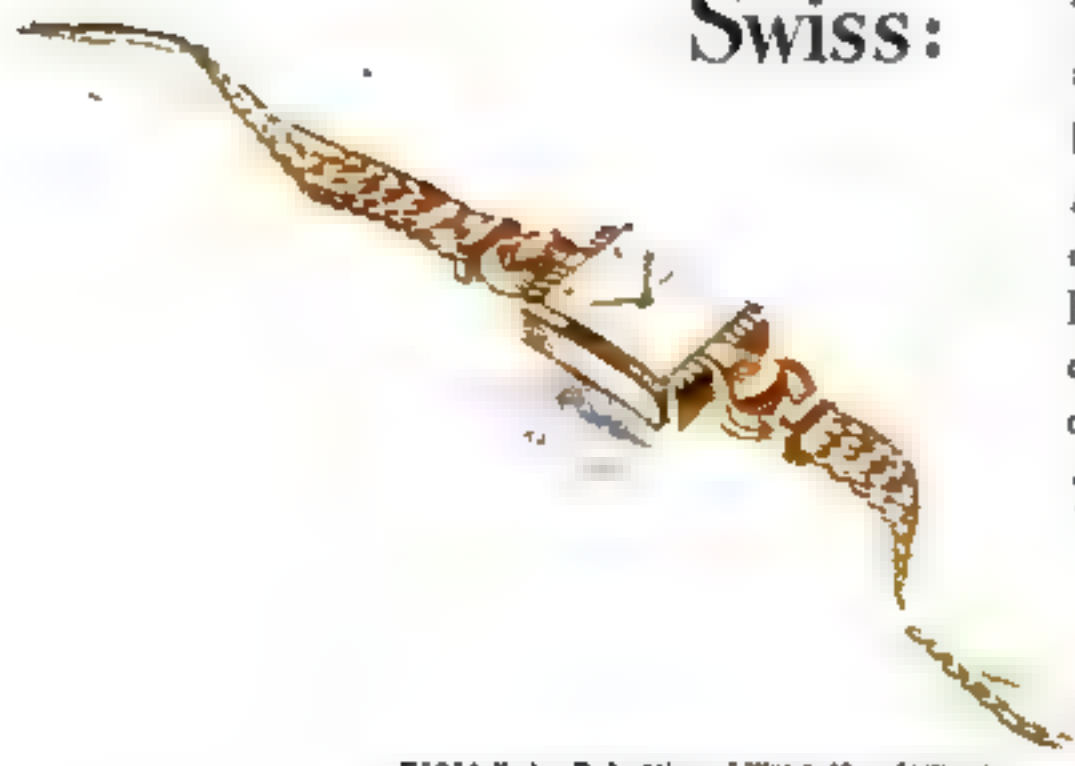




*For the gifts you'll give with pride, let your jeweler be your guide*

## Why the finest watch you can give

is sure to be  
Swiss:



Watchmaking is a Swiss tradition that's been handed from father to son for 300 years.

Today, this heritage of craftsmanship is as much a part of every fine Swiss watch as its beauty, precision, and unrivaled value.

Ask your jeweler to show you "The Inside Story of the Fine Swiss Watch." It tells the difference between a fine jeweled-lever Swiss watch and an ordinary watch, shows why any fine Swiss watch can be serviced economically and promptly.

*The Watchmakers of Switzerland*



7 out of 10 jewelers—experts who know the inside story of *all* watches—wear fine Swiss watches!



**TIME IS THE ART OF THE SWISS**





**MENTAL HEALTH TEAM** like this is used to treat one patient under intensive therapy. Patient (back to camera) is shown with (left to right) a psychiatrist, administrative director, psychologist, social service director, nurse, occupational therapist, recreational therapist, hydrotherapist and two psychiatric aides. At Hastings, Minn., where this picture was taken, members of team work on a patient at a time, even if only for a few minutes a day. Background: cantilevered entrance and sunny visitors' room of Hastings' new wing.

## MENTAL HOSPITALS CONTINUED

The minority, more vocal than numerous, derides the building plans as "brick-and-mortar programs." This group insists that new hospitals, especially if they perpetuate the old patterns of mass herding, will provide only deceptive, temporary relief. "They will promptly fill up again," says one of the group's leading spokesmen, Dr. Karl A. Menninger, "since there are so few competent staff people available."

The minority insists that problems remaining after adequate shelter is provided can be solved only by concentrating on intensive treatment. To do so, they raise salaries to attract more and better physicians and aides to the existing hospitals. They affiliate with medical schools and draw in consultants to expand medical psychiatric resources. They extend the effectiveness of existing personnel by intensive in-service training programs. And thus, they insist, they make possible a more rapid movement of patients through the hospitals and back to society.

The brick-and-mortar contingent makes concessions to recent advances in psychiatry by including, in its plans for new custodial institutions, a few buildings or even a few small hospitals designated as "treatment centers." And of course the intensive-therapy advocates have no aversion to construction appropriations that will permit them to practice better medicine in better buildings. But the debate calls attention to the basic conflict between the concept that most mental illness is incurable and the concept that the majority of mental patients can be restored to society by prompt and intensive treatment.

Brick-and-mortar programs alone seem to offer only a temporary solution. An example is the program developed by Texas, which was recently allotted \$35 million for state hospitals. The nine existing state mental institutions are carrying a 3,600-patient overload. The allotment calls for 4,400 mental patient beds. If the admission and discharge rate stays the same the state's mental hospitals will be more crowded in 1957 than they are today.

Brick-and-mortar programs also have unfortunate side effects:

CONTINUED ON NEXT PAGE

Alba nylons, famous for long wear, are available in 9 fitted lengths. Among the loveliest new-season styles, the Empire heel.



# ALBA

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ALBA STOCKINGS, A PRODUCT OF PILOT FULL FASHION MILLS, INC., VALDESE, N. C.

He has earned his

# WINGS

for Christmas...

**WINGS Rocket—**  
the white shirt with the  
**LIFE-GUARANTEED COLLAR**  
the airplane cloth collar  
must outlive the shirt... or  
he gets a new shirt free!

Full combed, high count, gleaming  
white broadcloth—best  
shirt value your Christmas  
dollars  
can buy. **\$3.50**

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**LIFE GUARANTEE  
POLICY**

THIS AIRPLANE CLOTH  
COLLAR  
IS GUARANTEED



# Why Tampax is so different



Many women are surprised to find how *different* Tampax really is when contrasted with the type of sanitary protection they have known since childhood.

Tampax is not just another brand, but actually a different kind of sanitary protection.

## No belts, pins or pads

Once you understand that Tampax is worn "internally" you begin to see how belts, pins and external pads can all be discarded. No longer need this harness produce bulges or ridges under one's dress.

## Only a fraction of the bulk

Neat and tiny as it is, Tampax is very absorbent. And after insertion (with dainty applicator) you cannot even feel its presence. Disposal is extremely easy as Tampax is naturally very much less in bulk than the older types.

## Can be worn in shower

Yes, ma'am! You can leave the Tampax in place during your tub or shower—also while swimming! College girls particularly are crazy about it. Actresses, nurses, office workers—millions of women. Enlist in the Tampax ranks now!

## Invented by a doctor

Made of pure surgical cotton, Tampax causes no odor or chafing. Buy at drug or notion counters in 3 absorbencies—Regular, Super, Junior. Whole month's supply slips into your purse. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by the Journal of the American Medical Association

TAMPAX INCORPORATED JF-12-111-1  
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below

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Name .....

Address .....

City..... State.....

## MENTAL HOSPITALS CONTINUED

they look so wonderful to the politicians and the politically minded heads of hospital systems. They provide beautifully profitable contracts during the construction phase and assure, in perpetuity, a juicy supply of political pap in the form of hospital jobs.

On the other hand, all the intensive treatment in the world would not help much in a rat-infested firetrap where naked patients starve on slop and stumble along wet stone floors on bare, ulcerated feet. Indeed, the most heartening progress made anywhere in the U.S. is taking place in Minnesota, where a common-sense program of intensive treatment plus new buildings is now in effect. This is what has happened in Minnesota.

Three years ago then-Governor Luther W. Youngdahl dropped in for an unannounced visit at a Minnesota mental hospital. The startled superintendent steered the governor on a carefully conducted tour of his dairy barns, boasting of the therapeutic benefits afforded patients by the opportunity to care for the cows.

"The cows were clean," Youngdahl recalls, "tubercular-free, well fed and well bedded." But when the governor looked into the larger "barns," where the patients were housed, he saw a vastly different picture. "I found," he later reported, "men and women shackled to slats and benches; whole wards of men and women with bare feet on a stone floor, with many confined in strait jackets. And those who were not restrained were sitting on crowded benches... the grim silence of the ward interrupted only by the strident voice of the attendant, 'Sit down, sit down.'" The tuberculosis death rate, he discovered, was 20 times higher among the mentally ill in the state's hospitals than among the population at large. One attendant was standing guard over 300 patients. One weary doctor was supposed to care for 700.

## Two-front attack

THE visit was enough to convince Youngdahl that new buildings were needed immediately. But as he dug back into the records, he found that other governors before him had had the same idea (and had even partially put it into effect), only to be defeated by the growth of the patient population which filled the new structures as fast as they were built. So he decided on a two-front radical attack.

First, Youngdahl turned to Justin G. Reese, a young Quaker who had got into the mental-hospital reform movement during the war as a member of an American Friends Service Committee unit. He was assigned to an attendant's job at an Eastern mental institution. In Minnesota Reese formed a citizens' committee to mobilize the public into a demand for intelligent action. Led by the governor, groups from the committee invaded the long-isolated hospitals, bringing with them newspaper reporters and cameramen who documented the deplorable conditions. Meanwhile the governor pushed and prodded hospital superintendents to institute what reforms they could even before he confronted the legislature with his over-all program. Doctors who had not left their institutions in years were sent to study restraint-free hospitals in other states. They returned to remove hundreds of patients from shackles. Walls were painted. Food service was improved. Patients who had spent years in the wards were taken out for walks.

Then, with the public well prepared, Youngdahl went before the legislature in January 1949 with his new plan. "Our program," he said, "is based not on how cheaply we can maintain a patient for life but on how early we can detect his illness, how actively we can treat it and how quickly we can discharge him." He showed the legislature how fully one quarter of Minnesota's mental patients had remained in the custodial hospitals, under the old system, for an average of 30 years; how the state, spending barely a dollar a day on their care, had wasted \$36,142,700 while benefiting neither the insane nor society. It was time, he declared, to end the "vicious circle of erecting an ever-expanding system of custodial buildings to house an ever-increasing backlog of needlessly deteriorating patients."

He proposed a mental health law based on the American Psychiatric Association's personnel standards, a goal no other state has attempted to achieve. The act would set up, at Hastings and Rochester, two personnel training centers to channel new physicians, nurses and attendants into the state system and to periodically bring up to date and re-train the personnel of all the hospitals. Personnel quotas were completely revised, the 40-hour week installed and salary increases authorized, so that an immediate start could be made in bringing new workers into the hospitals.

To allow for more doctors for more intensive treatment, operating appropriations were doubled. For better buildings: a \$28 million construction and repair program.

## Torture My Stomach with Baking Soda?

# NEVER AGAIN!



Tums contain no soda. Cannot over-alkalize or cause acid rebound. Tums don't irritate delicate stomach or intestinal lining. At the first sign of acid indigestion—gas, heartburn—take one or two Tums like candy mints. Almost instantly Tums neutralize excess acid—soothe and settle upset stomach.



GUARANTEED  
TO CONTAIN NO SODA

## FOR THE TUMMY

✓ TRY ONE OR TWO TUMS AFTER BREAKFAST  
SEE IF YOU DON'T FEEL BETTER

AFTER SHAVE  
AFTER SHOWER

...the best thing  
that could  
happen to a  
man's skin

PINAUD'S  
LILAC VEGETAL

FAVORITE OF 4 GENERATIONS

THE NAME FOR GAME

## Marlin

Fine Guns Since 1870

THE MARLIN FIREARMS  
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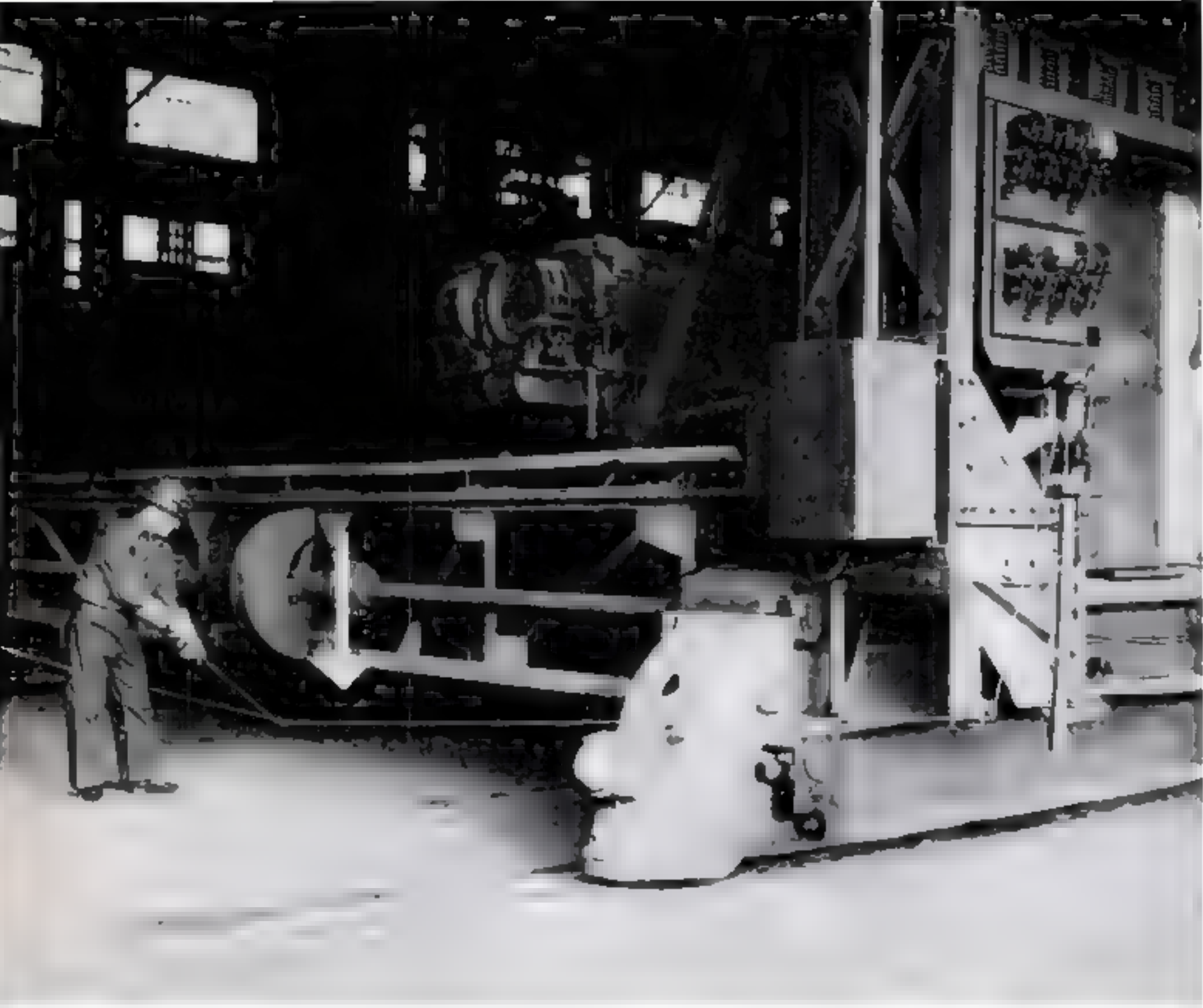
also makers of sensational  
new magnetized

MARLIN  
RAZOR BLADES



CONTINUED ON PAGE 134

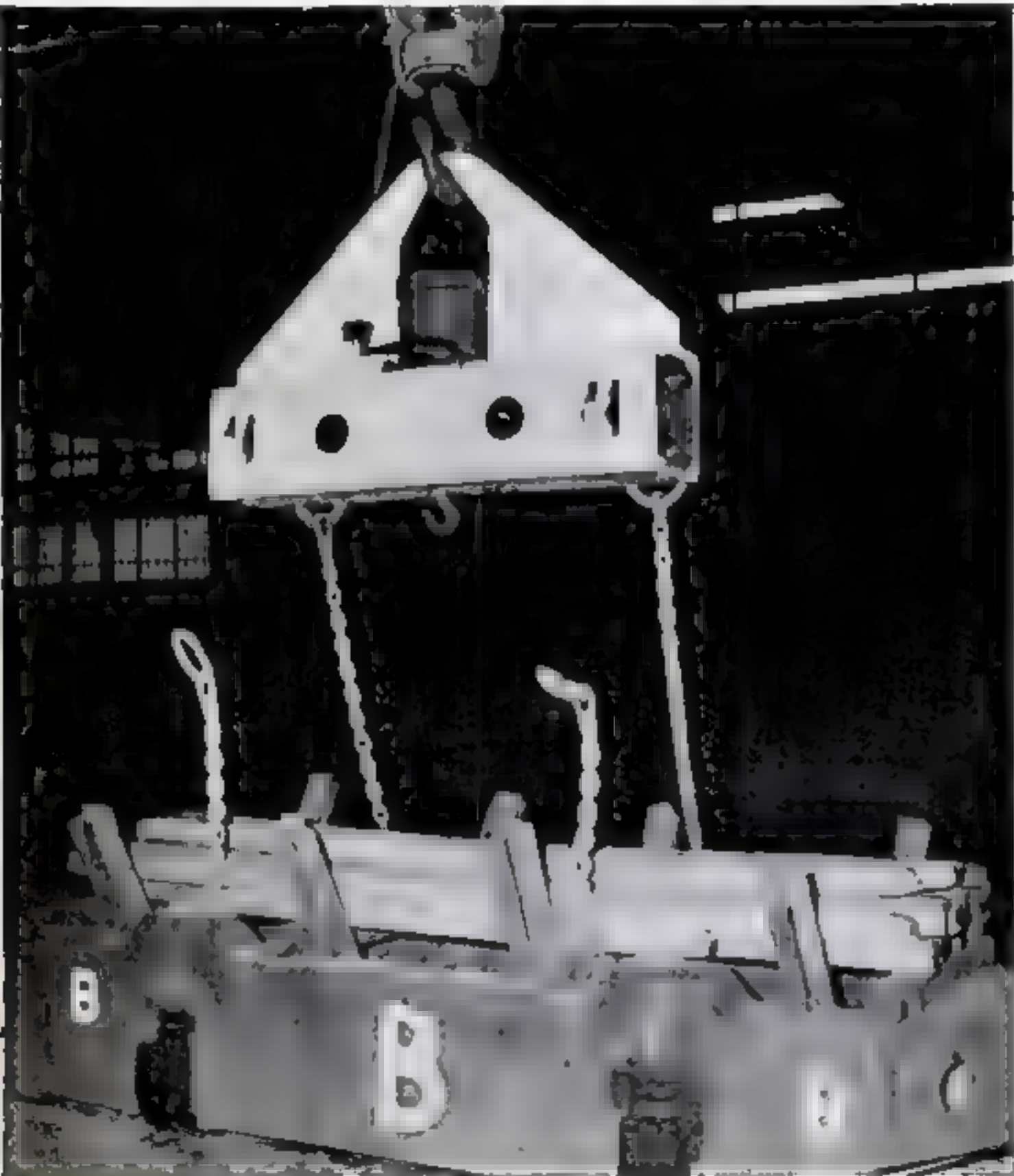




**QUIZ:**  
**Which Picture**  
**Shows World's**  
**Most Important**  
**Safety Device?**

Can you guess which of these pictures shows the safety method that has been most successful in making steel mills one of the safest industries for workers?

- 1** **WHEN SAFETY-TRIP-WIRE** (white arrow above) touches man in the way of this fast-moving, giant open-hearth charging machine, wire stops machine within 2 feet.
- 2** **LOOK! NO HANDS:** Hoist automatically frees chains from a load of red hot steel billets. This is typical of the hundreds of safety inventions which 2 generations of safety engineering have produced in more than 200 companies which make up the American steel industry.



- 3** **MOST IMPORTANT** is the "built-in" understanding, knowledge and skill that keep a man safe on his job. Through continuous education, people who work in steel mills actually are safer at work than at home. The world's most important safety device is the human mind.

*Get facts on safety methods used in protecting the lives of more than 600,000 people who work in steel mills. Steel making is one of the safest industries. This record wasn't easy to achieve; steel workers must handle material that is heavy and hot. The story of how it was done makes interesting reading. For factual material, write American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York, and ask for reprint from Steelways Magazine, "Putting Safety First."*



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Since 1830

**BELLOWS**  
a name backed with 120 years  
integrity, experience and fine quality  
AT NO EXTRA COST

**BELLOWS CLUB SPECIAL STRAIGHT BOURBON WHISKY**  
80 PROOF  
THIS WHISKY IS FOUR YEARS OLD  
DISTILLED IN KENTUCKY  
Reputedly selected from our finest  
sourced and bottled at Large Scale  
BELLON & COMPANY  
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**BELLOWS PARTNERS CHOICE WHISKY-A BLEND**  
85 & 90 PROOF  
Carefully selected to meet the  
highest requirements of a quality  
old brandy and for medicinal purposes  
BELLON & COMPANY  
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**WINE CATEGORIES:**  
GIN, LIQUEURS, BRANDIES, AMERICAN WINES, VERMOUTHS, SHERRIES, RUMS, MADEIRAS, PORTS, BURGUNDY WINES, CHAMPAGNES, GERMAN WINES, BORDEAUX WINES, SCOTCH WHISKIES, EUCY-DE-VIE

The best Whiskies on the Market Today

## MENTAL HOSPITALS CONTINUED

In his constant tours of the mental hospitals, Youngdahl had discovered that at Hastings, though it was no better staffed and just as overcrowded as the other hospitals, the superintendent had managed to abolish the use of shackles. When he came to fill the newly established post of commissioner of mental health, he turned to this man, Dr. Ralph Rossen.

One of Rossen's first moves was to set up a "restraint team" that roamed the hospital unannounced, often arriving in the dead of night. Its achievements: where nearly a thousand patients were continually in tight-laced camisoles or heavy chains in 1949, seldom more than 40 patients are now restrained in any way—and those only temporarily, immediately after surgery.

At the Anoka hospital more than a hundred patients, many of whom had been chained for 20 years, were released at one time and led out for a walk inside the grounds. They streaked off in all directions, pursued by the horrified attendants. They were all brought back, only to repeat the same performance the next day. On the third day only a few scooted off and had to be rounded up. On the fourth day there were no runaways.

In a little more than two years Minnesota's program had produced substantial results. New cases move through the hospitals and back to normal life at a faster pace than ever before in the state's history. The discharge rate is beginning to accelerate and relief from overcrowding is in sight. Porches and day rooms are being discarded as sleeping quarters and returned to their original purposes. In the wards, where solid layers of beds once blocked the floor from view, the aisles and passageways grow wider from month to month.

### Rescue from hopelessness

THE method has even been successful with so-called "hopeless" cases. Eighteen months ago 20 men and women, the most withdrawn patients at Minnesota's Fergus Falls State Hospital, were turned over to a team consisting of a psychologist, a nurse, six psychiatric aides and six student nurses. Most of the patients could not control their excrement. Fifteen had refused to feed themselves for years. Eleven were total nontalkers. On a five-point behavior-rating scale—where the number one signified "as far back as a person can slide and still be alive"—this group averaged 1.64.

All 20 received a series of electric shock treatments three times a week. Then they began simple recreational exercises. Often the tossing of a ball meant that the attendant had to put the ball into the patient's hand, draw his arm back and, sometimes, show him how to open his fingers to release it. After a while the patients could bathe themselves. The women had not handled toothbrushes, combs and lipsticks for years. They had to be taught, as children are, to use table implements. But step by step they learned. Seventeen of the 20 now work voluntarily around the hospital. Two of the 20 are being prepared for eventual discharge. One man, after six mute and virtually motionless years, is filling a skilled bookkeeping job in the hospital's business office.

It was two years ago Halloween night when the patients filed out of Minnesota's Anoka State Hospital carrying 359 strait jackets, 196 cuffs, 91 straps and 25 canvas mittens. All of these "restraints" were dumped in a pile. Youngdahl applied a torch to the heap, and a blazing fire symbolized the encouraging beginning the U.S. has made in bringing its mentally ill back from bedlam.



**BURNING OF STRAIT JACKETS** symbolized new mental treatment in Minnesota in 1949. The then-governor, Youngdahl, is applying the torch.



# Like the Big Game in Your Home Town...

## MAXWELL HOUSE IS AN AMERICAN TRADITION

Like football in the fall, with all its colorful traditions . . . the acrobatic enthusiasms of the cheerleader, the jaunty glamor of drum majorettes, the sunny brightness of chrysanthemum corsages . . . Maxwell House Coffee has become a very real part of our American living. In this nation of coffee lovers—it is the favorite brand—preferred above all others for its wonderful "Good to the Last Drop" flavor. That's why, from coast to coast, the Maxwell House symbol of cup and drop is known as the sign of good coffee wherever you go!



A Product of General Foods



### ORDER GIFTS OF LIFE AT SPECIAL CHRISTMAS RATES

**\$6.75** for one, **\$5.50** for the second, **\$4.50** for each additional subscription

Send LIFE for 52 weeks  
as my gift

**\$6.75**

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Bill me  
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Street

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may also enter my own subscription as part of this order

ew ☐ Renewal (Renewals begin when present subscription expires)

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(This order may be given to your  
newsdealer, local subscription  
agent or mailed to us.)

he one coffee with that Good to the Last Drop flavor!





*Scotties* \*  
are softies!

\*"Scotties," "Soft as old linen," Reg. U. S. Pat. Off.



*Paper dolls and Scotties—comforting for a little girl with a cold*

*Scotties are thrifties, too!*

Every day more families are buying Scotties. People are discovering so many fine qualities about these marvelous cleansing tissues...their outstanding value, their white, white softness, and their practical 2-way strength.

Scotties don't crumble under a hearty sneeze or "blow." They don't go to pieces when you remove your make-up. Scotties are the ideal cleansing tissue for every member of the family, children and grownups alike.

\* *another tissue by **Scott** that's "soft as old linen"*





**HAPPILY GROUPED** around a ship's ladder in back yard are Helen and Carl Doss with their nine adopted children. From Timmy in his mother's arms and

going up left and around, they are: Elaine, Susan, Donald (upside down), Teddy, Diane, Rita, Laura (right) and Alex. Patsy, the dog, is also member of family.

## *Life Visits a One-Family U.N.*

**METHODIST MINISTER AND HIS WIFE ADOPT CHILDREN OF ALL RACES**

PHOTOGRAPHED FOR LIFE BY WAYNE MILLER

Ten years ago, like many childless couples, Carl and Helen Doss began their family by adopting a boy. When they went back to the agency for more, they were told they would have to wait—unless they would accept an “unadoptable” child, i.e., usually one of mixed racial parentage. Carl Doss, a Methodist minister, and his wife Helen considered the idea carefully and today they have an international family consisting of: Donald, 10, first child to be adopted, who is English-Scottish-German; Laura, 6, Chinese-Japanese; Elaine, 6, Japanese-French-Irish; Teddy, 6, Filipino-Spanish; Diane, 5, Chinese-Hawaiian-German-Indian-French-Irish; Susan, 5, French-English-Swiss (“unadoptable” because of a disfiguring birthmark which has disappeared through treatment); Rita, 5, Mexican-Indian; Timmy, 4, Japanese-Mexican; and Alex, 2, Korean-Chinese-Japanese.

Carl Doss, 37, a successful painting contractor who turned to the ministry 10 years ago, gets \$250 a month, plus a house, from his two small churches. Shrewd management keeps all the Dosses well fed and healthy. A vegetable garden and chickens supply one third of their food. Carl buys sacks of dried milk wholesale which, mixed with canned and fresh milk, cuts the cost to 8¢ a quart for their daily minimum requirement of 12 quarts. In the nightly ritual of bathing, the kids are dunked in an assembly line (p. 163). Carl pops them into the soapy tub; they swish through the suds and emerge at the other end to be dried by Helen. This Christmas the tenth and final Doss child, a Mexican boy, is expected to join them in Boonville, Calif. Even with all her children to tuck in every night, Helen is completing a book with the unsurprising title of *The More the Merrier*.





**PRIVATE CHAT** with Helen is a nightly institution. Children come, singly or in pairs, to discuss the

day's happenings and mishaps. Here Rita and Susan, untroubled, are enjoying a bedtime story instead.



**SEASIDE GAME** is played by Carl Doss and five of his happy kids on beach at Van Damme State Park.

When they went to San Francisco on a trip, they all slept in a park in sleeping bags to save money

## Family CONTINUED



**ALL HANDS** gather round Papa Doss for welcome afternoon treat of some fresh California walnuts.



**FATHERLY BOOST** is given to tired 2-year-old Alex, who was adopted five days after he was born.



**HAIRCUT LINEUP** is a Sunday afternoon event which draws Elaine, Diane and Alex to watch Timzy.





**INJURED PARTY,** Timmy claims Diane pushed him. Standard Doss discipline (*right*) is then invoked.



**RECONCILIATION** comes when Timmy and Diane must sit together until ready to kiss and make up.



**DOSS-POWERED TRAIN** runs around lawn behind the church. Family lives in 11-room parsonage.



**IN CHURCH** Alex wanders up the center aisle at the evening service, ignoring his father's sermon.



**SUNDAY MORNING SCURRY** brings Doss girls downstairs in best white dresses for walk to church.



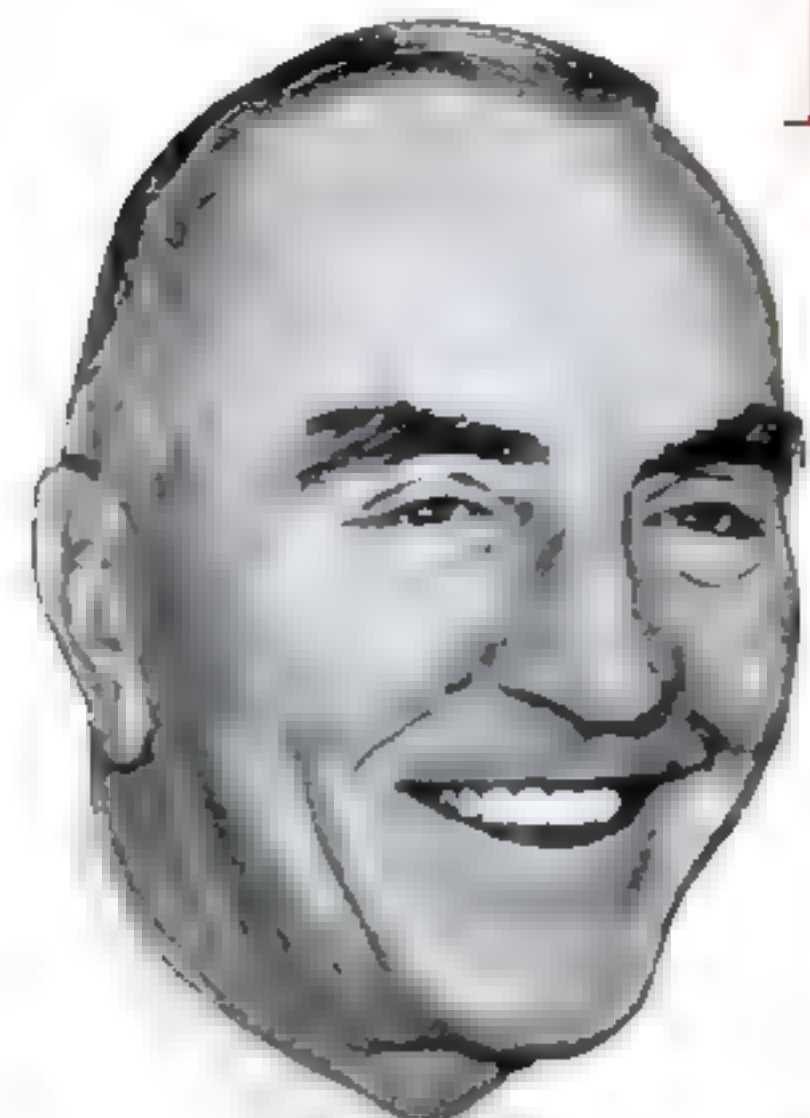
**AT SCHOOL** First Graders Rita and Teddy (*center foreground*) recite pledge to the flag. Five of the nine Dosses go to school by bus. Four are in the first grade.



**HOME-GROWN CONGREGATION** of 10 outnumbers other attendants at Carl's small church. Here Doss family lines up in front row for morning service.

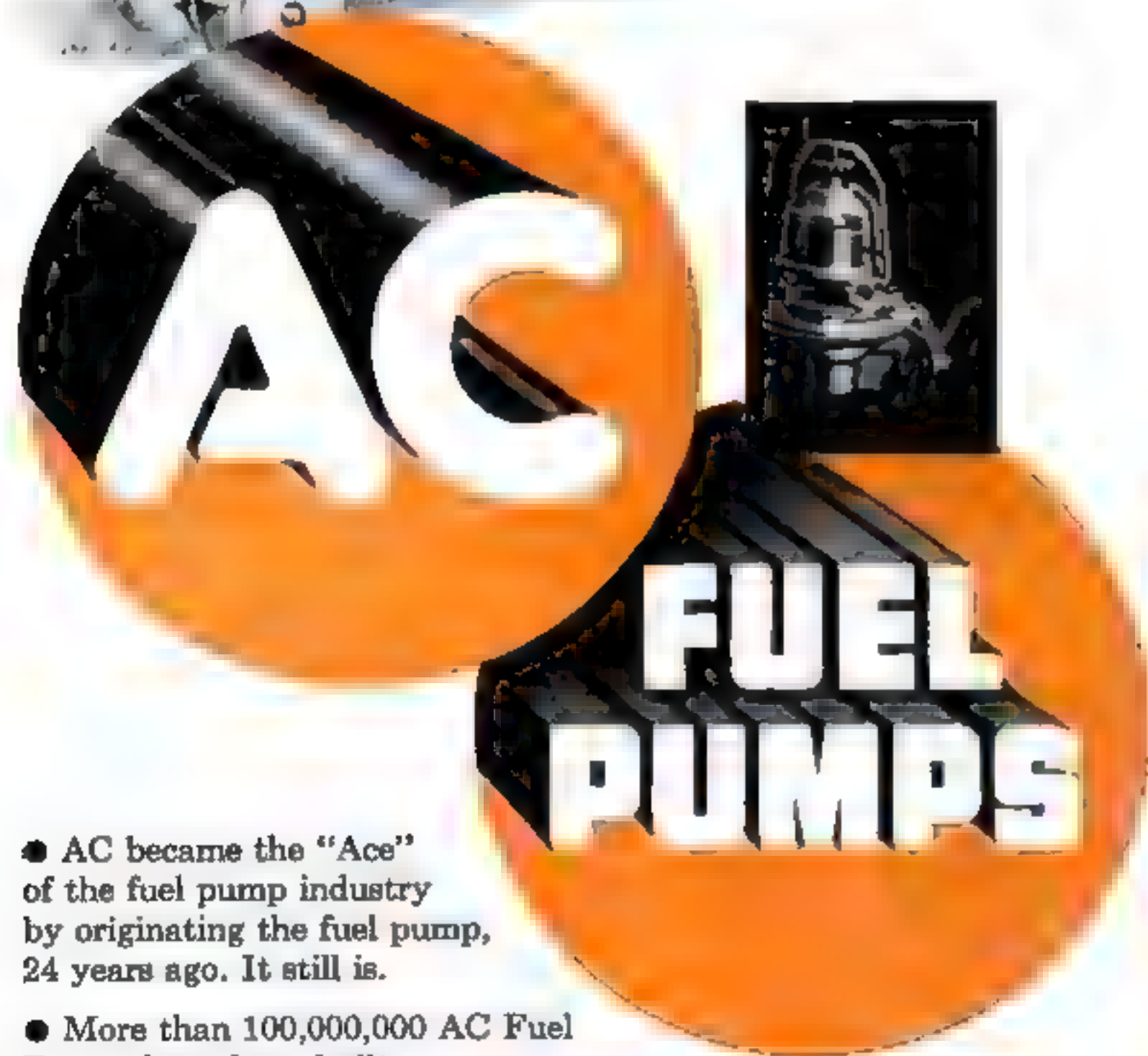


# There's Always a **FIRST**



## Captain "Eddie" Rickenbacker

Captain "Eddie" Rickenbacker, ace of aces, ranked first among all aerial combat fliers in World War I by downing more enemy planes than any other American flier. He continued his heroic work in World War II, surviving 23 torture-filled days on a life raft in the South Pacific while on special assignment for the Secretary of War. For the past eighteen years he has been the active head of Eastern Air Lines, one of the world's most successfully operated airlines.



- AC became the "Ace" of the fuel pump industry by originating the fuel pump, 24 years ago. It still is.
- More than 100,000,000 AC Fuel Pumps have been built.
- More than 40,000,000 are in daily use.
- More than 90% of the gasoline-powered vehicles now in service were factory-equipped with AC's.
- No other important automotive unit has enjoyed the overwhelming preference accorded the AC Fuel Pump, over so many years.

AC SPARK PLUG DIVISION  GENERAL MOTORS CORPORATION



America's **FIRST** and **FINEST** Fuel Pumps

## International Family CONTINUED

### TRIPLE BIRTHDAY PARTY



**TWO-WAY CAKE** is shared by Laura (left) and Susan, who observed birthday same date as Alex (bottom). Timmy and Rita look on excitedly as their mother places cake on table.



**HONORED GUEST**, Laura, who is the most meticulous and motherly of the Does children, has unwrapped one of her presents and proudly puts nylon hairbrush to good use.



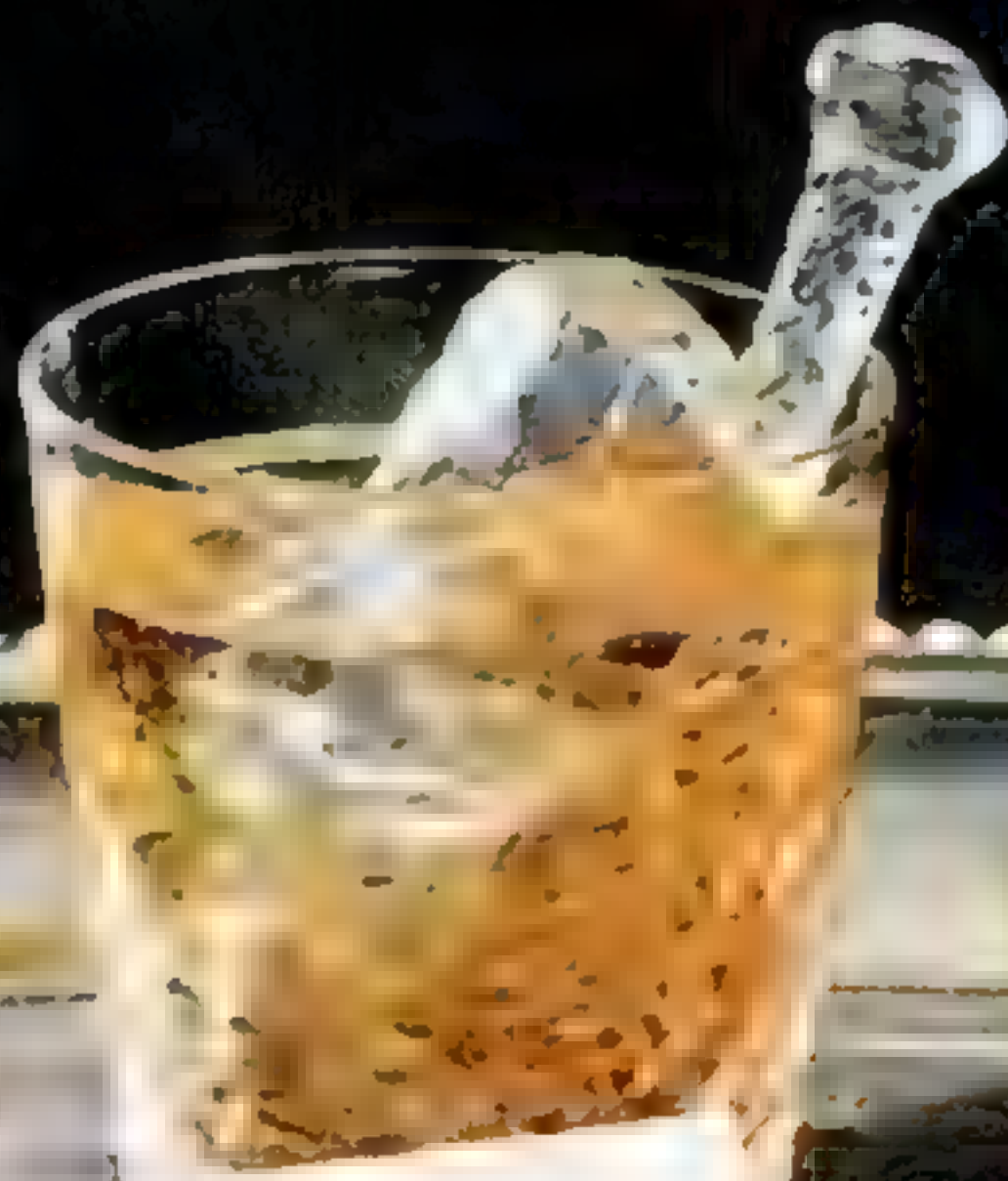
**WEARY GUEST** Teddy exhausted himself at the festivities and then had just enough energy left to model the new raincoat and hat which each child received at the party.



**PRIVATE CAKE**, a frosted graham cracker which was a source of merriment to others, was given to Alex, who puffed away at his two candles. Alex also got a bite of the big cake.

**CONTINUED ON PAGE 181**





*The Season's Best*





# Sunbeam COFFEEMASTER

REG. U. S. PAT. OFF.

is your assurance of a  
perfect cup of coffee  
every time!

*because*

- The water is always at correct high heat . . . *automatically*
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- All the water rises to agitate with the coffee . *automatically*
- Coffee is kept piping hot after it's made . . . *automatically*

*Give  
Sunbeam  
and you  
give the  
finest*

**Set it!  
Forget it!**

Shuts off by itself when coffee is done...then resets itself to keep coffee hot! **AUTOMATICALLY**

Only the Coffeemaster gives you correct water temperature, agitation and brewing time *automatically*—the secrets of delicious coffee. Whether you make one cup or eight, you always get the same clear, taste-tempting perfection, *automatically*. All of the water rises to agitate with the coffee. Not a drop ever remains in the lower vessel to *dilute* the coffee when it comes down. Sunbeam Coffeemaster is a vacuum-type coffee-maker and the **ONLY** one that gives you this important advantage—it is not a percolator. Be sure **YOUR** coffee-maker is the Sunbeam Coffeemaster to get the assurance of the same perfect cup of coffee every time. The *truly* automatic coffee-maker. See your dealer.



All you do is put in the water and coffee and set it.



This switch automatically clicks off when coffee is done and resets the Coffeemaster to keep coffee hot.

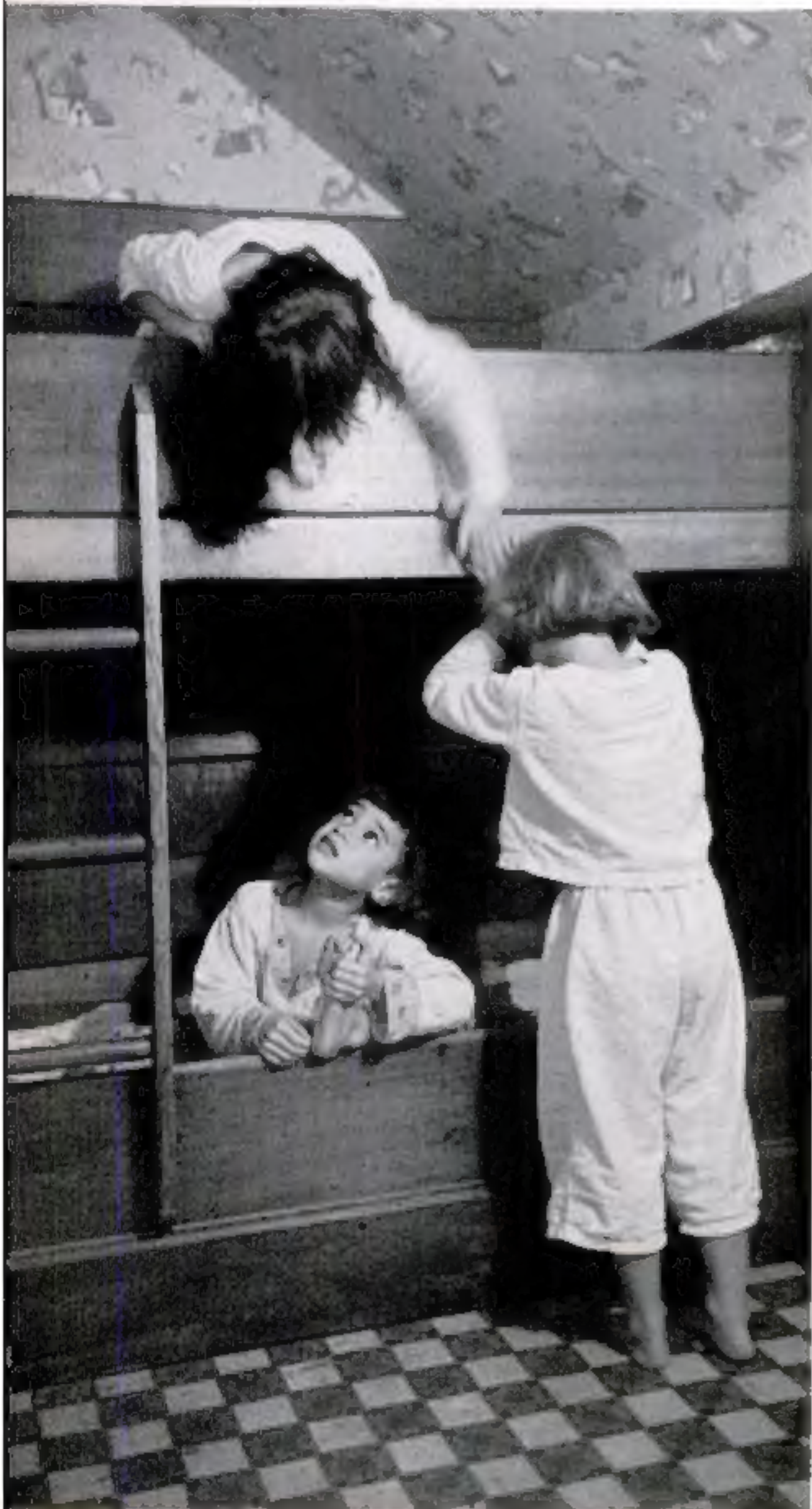


Remove the brew top and you have the loveliest of servers . . . for every coffee-serving occasion.



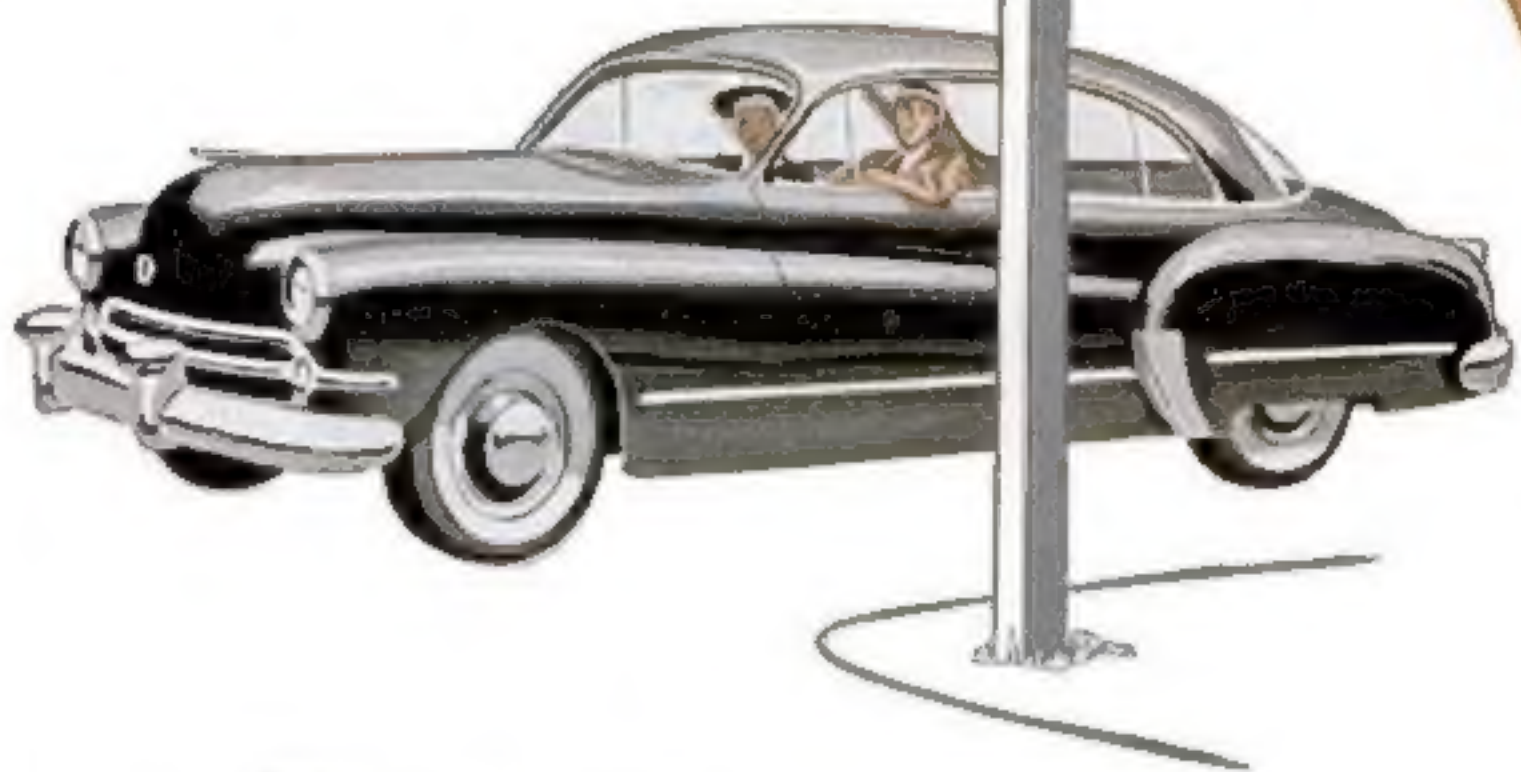


**THREE IN A TUB** is routine at the Doss house since there is only one bath for all. Getting their nightly tubbing are (left to right) Timmy, Alex, Laura.



**ONE TO A BED** is a rule, whether they sleep in regular beds or in the two-suble-decker bunks Doss made. Another rule: only two children to a room.

**if you  
believe  
in signs...**



**KEEP THE POWER YOU BOUGHT**

Wherever you're headed, whatever the road conditions, 100% Pure Pennsylvania Motor Oil will help your engine's muscles flex and ripple smoothly, thousands of miles from now on. In any climate, under any driving conditions, your engine will absorb its years gracefully on this oil made from the world's finest crude. On short trips or long, you'll get there on less oil.

\*Mileages from Memphis, Tenn.

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For your protection, only oils made from 100% Pure Pennsylvania Grade Crude which meet our rigid quality requirements are entitled to carry this emblem, the registered badge of source, quality and membership in our Association.

**PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION**  
Oil City, Pennsylvania





*from LIFE, November 30, 1944, by Fritz Goro*

## WHAT'S IN A PICTURE...

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A photograph to remember can have an earthy look about it. It can be as ordinary as a wheelbarrow and yet as golden-warm as autumn sunshine. It can be as unhurried as a gardener resting and as quiet as an afternoon. It can be plain like an old shovel and yet beautiful in the same way that a drink of cold spring water is beautiful. Like the smell of autumn leaves,

it can have a tang. Like tobacco smoke curling upwards, it can speak to many senses: taste and smell and sight and warmth, besides the sense of contentment.

Such a photograph can make us recall some happy idyllic moment of our own. It can have a lot to say in a smiling sort of way.

... to see life ... to see the world ... to eyewitness great events

**LIFE**



☆  
*It's always a pleasure*  
to give...to receive...

*the*  
*Magnificent Whiskey*  
*in the Magnificent*  
*Gift Decanter*



DELUXE DECANTER AT NO EXTRA COST



...it's always  
a pleasure  
*I.W. Harper*

**I.W. HARPER**

*The Gold Medal Whiskey*



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**Kentucky Straight Bourbon**

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## Good with so many good things

Coca-Cola adds its own life and sparkle to the pleasures of the table. Good food and ice-cold Coke are natural partners . . . serving hospitality and bringing wholesome refreshment to your guests.

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